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BULLETIN

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San Francisco Bay Region Chapter
Special Libraries Association

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PRESIDENT'S MESSAGE

I've never liked presidential columns or addresses much. Sure, sometimes they're okay, even inspirational, but usually they're just too much rhetoric and ideology for me. I do recognize they're traditional, perhaps expected. Since I'd prefer to share some impressions and rambling thoughts about our Chapter and Association I hereby apologize to anyone offended by not finding a more formal message here.

Having just slurred presidential messages I'd like to quote from the first column of my predecessor, Miriam Ciochon. Miriam precisely articulated a sentiment which I don't feel can be too strongly reiterated: "I am coming more and more to realize that the benefits of membership increase proportionally with involvement in the Association..." I remember so vividly five years ago when I attended my first Chapter meeting. It was at Spengers. My boss and predecessor at the Business Library, Helen Dunbar, accompanied me and introduced me to many people, while emphasizing the importance of the benefits of the organization both for the Library and me personally. At subsequent meetings without my mentor I was painfully uncomfortable. The epitomical wallflower! I just wanted to fade into the wall especially when we had to sit down to eat and I didn't know anyone with whom I could ask to sit. I then started working on committees. To my delight at committee meetings I started getting to know people who knew and introduced me to more people at the dinner meetings. Soon I found I had many people I looked forward to seeing and wished our meetings were more frequent. Since then I have learned much through my participation in this organization. In addition to this professional education I've met and worked with some incredibly fine people and have had the pleasure of often watching the erosion of the line that separates professional colleagues from friends.

The people who are investing their time and talent to make this Chapter the outstanding organization it is are incredibly high energy. The enthusiasm and hard work of this year's Executive Board, Advisory Council (see verso of Bulletin cover) and committee members continue the tradition of dedicated leadership from which our Chapter has benefitted over the years. I hope if you aren't inclined to volunteer your energy by offering to work on a committee that you'll at least appreciate and perhaps occasionally offer praise or support to those Chapter members who are working to make the Chapter the dynamic, highly respected organization it is.

Our Chapter is truly exceptional and one of the most active in SLA. This year I have the opportunity and great pleasure of reading all the other chapter Bulletins and to get to know and exchange ideas with my counterparts from other chapters. I used to assume all chapters had nine monthly program/dinner meetings a year, presented two continuing education workshops a year, published five issues of a Bulletin a year and sponsored a jobline. Cripes, was I wrong. Many chapters cannot even generate enough interest to get two candidates to run for their offices. Not only is our Chapter among the most active it's one of the largest and oldest. Only 3 chapters (New York, Washington D.C., and Illinois) of the 54 in the Association are larger than the San Francisco Bay Region Chapter with our 611 members. I was more surprised to discover we are also among the oldest; only 4 chapters (New York, Boston, Philadelphia and Pittsburg) were founded before 1924 when our Chapter started. This year, while our parent Association is celebrating 75 it's our 60th year.

The birthday celebration brings me to the 75th Anniversary Conference in the Big or should I say Baked Apple. Talk about a warm welcome! Harry Allen sent me an item from one of his favorite magazines MMWR (Morbidity and Mortality Weekly Report, July 27, 1984): "...annual death rate in New York City..during the week ending Friday, June 15, 1984, was 1,343 per 100,000 population, a 35% increase over the average rate for the preceding 4 weeks. This was the highest

PRESIDENT'S MESSAGE (Cont.)

mortality rate recorded in New York City since January 1981 and was associated with a sudden and severe heat wave..." (Perhaps the only thing more oppressive than the heat was the interminable General Session I Anniversary Program.) I won't rehash the Annual Conference here but I will say I enjoyed it and was gratified to see so many of our Chapter members in attendance.

I do want to request input from all of you on several matters that are being considered by the Chapter Cabinet. The Association's membership directory, Who's Who in Special Libraries, is no longer distributed free to SLA members. Do you care? Did you use it often when you did receive it? The Association is also considering the need to and alternatives for publishing detailed conference proceedings. Would your professional life be richer if you received conference proceedings? Would you pay for them? At the Annual Business Meeting David Bender, Executive Director, reported that the present \$55.00 membership dues are inadequate to cover the \$84.32 it costs the Association to provide each member with the present level of services and benefits of membership. (Yes, we have a similar problem at the Chapter level.) The questions of the directory and conference proceedings are integrally tangled in the Association's finances. If you want a directory or proceedings what would you give up? The dues structure is also being considered. How do you feel about an increase in dues? I personally wouldn't mind paying more for my SLA membership; SLA is the least expensive of all my professional memberships and for me the benefits are the most substantial. But I'll be going to the Winter Meeting in Philadelphia in January to represent your views, not my own, on these issues so please let me or other members of our Executive Board and Advisory Council know your preferences.

To close I'd like to climb back onto my soap box and encourage you to get involved in our fine organization. Many committees have been hard at work for weeks but that doesn't mean they

couldn't use your assistance, ideas or support. I have high expectations for the year and am pleased to have the opportunity to work with so many dedicated people and serve you. As a Chapter we may be sixty but we're not nearing retirement. With the talent available in this Chapter and your participation there are no limits to what we can accomplish in our next sixty years.

--David Lewallen

CHAPTER ESTABLISHES ACHIEVEMENT AWARD

September 12 the Executive Board enthusiastically approved the establishment of a Chapter award to recognize professional contributions of Chapter members. Marc Levin who chaired the Ad Hoc Committee to establish the award presented the report of his committee which included Miriam Ciochon and Bill Petru.

The fine report outlined the purpose and function of the award, the nomination process, the constituency of the selection committee and the selection process. Details of the award and requests for nominations will appear in subsequent Bulletins. The current Past President, this year Miriam Ciochon, will automatically chair the Selection Committee.

useful info!

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EDITOR'S COLUMN

I shall begin my column by reporting that my year as Editor is off to a bumpy start. On Wednesday, September 12, the deadline for the Sept/Oct issue, my co-editor for the year, MaryLou Fox, resigned her position. Much to my relief, Sharon Hotz, a relatively new member to our chapter who is enthusiastic and anxious to get involved, has come to my rescue and agreed to become Associate Editor for the year. Sharon has also agreed to coordinate the calendar.

Unfortunately this was not to be my only stumbling block. When I began the chore of word processing the contents of this issue I sadly discovered our printer was broken and could not be repaired quickly. Back to my trusty typewriter, phooey on humanity's latest marvel.

As you peruse this issue you will notice changes as well as similarities with those produced by my predecessors. While preparing for my year as Editor I read many Bulletins, put out by different chapters throughout the country, and discovered ours has been a standout. So many chapters simply reprint news releases from the Association or have page after page of directory updates. Ours has always seemed so substantive, not only enjoyable to read but also very informative. I shall strive to continue in this tradition.

I also would like to take this opportunity to pay special recognition to a man who has donated his time and talents to our bulletin and to our chapter for several years. Gary Handman's insightful and witty cartoons have brought a special delight to Bulletin readers and I am very grateful that he has agreed to continue this contribution this year.

Finally I would just like to say that a bulletin like this one cannot be successful without feedback, support and assistance from its readers. I encourage your ideas, comments and criticisms. Please feel free to contact me at any time and let me know what you think.

--Maureen Madsen

CDMG LIBRARY MOVED

On April 16, 1880 an Act to Provide for the Establishment and Maintenance of a Mining Bureau was approved by the California State Legislature. Included among the several sections of the act was a duty of the State Mineralogist to provide and maintain a library of works on mineralogy, geology and mining. Over the course of the ensuing century this duty was successfully carried out. As the Library collection expanded and developed, so did the variety of the public that patronized the Library. Besides the mining industry professionals using the Library, clientele broadened to include the construction industry, earthquake engineering firms, petroleum companies, banks and legal firms, private consultants, students and the interested public. Housed in the Ferry Building since 1898, the Library became an integral part of the community it served. The comprehensiveness and accessibility of the collection was singular; it met the needs of its patrons as no other institution in the Bay Area could.

On April 25, 1984, one hundred four years and nine days after its inception, the new director of the State Department of Conservation announced that the California Division of Mines and Geology (CDMG) and its Library would be relocated to Pleasant Hill. Suddenly and arbitrarily, it was stated that the Library was intended for use by the department staff and that the primary users were from the department. The department claimed that it consulted the industry users, the mayor's office, and the legislators and that no one voiced an objection to the move. However, once the intentions of the department were exposed publicly, the objections from all of those parties were very loud and clear. The department chose not to respond. The department also chose not to discuss the matter with the librarian, who after ten years with CDMG, had valuable insight to offer about the collection and its users. It was much more expedient for the department to invent their own facts about the collection and its users and disseminate those facts to the press and superiors in the Administration as truth.

CDMG MOVE (Cont.)

By August 11, 1984, transfer of the Library was complete. Parts of the collection that could not be stuffed into space about half that of the Ferry Building were trucked off to Sacramento to languish in storage for an untold amount of time. Included among the Sacramento items is several hundred thousand dollars worth of rare books, considered "safely" stored in the employees' lounge at the warehouse.

The reasons the department has offered for the move have varied. The first was economic: Pleasant Hill was supposedly cheaper than San Francisco. This was quickly disproved when a less expensive site was found in The City. The second was the "capability" this site would provide in working with the State Office of Emergency Services (OES). There are over two dozen state agencies that work with the OES, surely they all are not moving to Pleasant Hill. Moreover, the primary responsibilities of the division do not lie with its "capability" to work with OES; they are, in fact, to provide information to the public. The nature of this "capability" is ambiguous.

To date, the Library has not reopened to the public; the department claims this will be accomplished soon. It also claims that the three hour-plus round trip by bus and BART from San Francisco offers adequate public access.

One is suspicious that the department thought the controversy would be over once the move was accomplished. But this is not the case. Senators Alquist and Marks have asked the department to prove its claim that it consulted legislators, the mayor and industry users on this move; the department says it has documentation to that effect, but thus far, it has not produced it. Assemblyman Agnos, urged by strong objections to the move from his constituents, has asked the Auditor General to conduct a full audit of the situation. The audit is still in progress. There is a distinct possibility that the department can be made to respond to the people it is supposed to

serve. If the concerned legislators continue to hear from the public on this issue, they in turn, can justify more easily their continued pressure on the department to put the Library in one place where it can best serve its primary users.

What you have read here is only a summary account of the issue. Please contact me if you want to know more and are interested in aiding in the efforts to have this Library restored to its users.

--Gail Sorrough
Geology Library
Bechtel Civil & Minerals, Inc.
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DUPLICATE EXCHANGE GEARS UP

Cleaning house? Before tossing out that outdated directory or those dust-covered back runs of periodicals give a thought to your colleagues and send a list of the items you're discarding to Duplicate Exchange. The lists will be published in the Bulletin, giving the 700 persons on the mailing list a chance to acquire needed titles.

Where budgets are tight (and where aren't they?) an older edition of an expensive directory might be a valuable addition to a library's collection. Acquiring copies of works through Duplicate Exchange also enables a library to assess the usefulness of a particular title before purchasing a new edition. Additionally, it's a great way to replace missing issues of a periodical or to add a backfile for a new subscription.

Lists of offers and also of titles you want may be submitted at any time. To make life easier, however, you may wish to take note of the following deadlines for Bulletin publication, thereby minimizing the time that discarded items need to be kept on hand. The deadline for the Nov/Dec issue is Oct 16, Jan/Feb is Dec 21, Mar/April is Feb 21 and May/June is April 18.

Lists of offers and of wants may be sent to DUPLICATE EXCHANGE, c/o Joan Galvez, Alameda County Business Library, 2201 Broadway, Oakland, CA 94612. Please include the name and telephone number of your contact person with the list.

--Joan Galvez

LES JOULINS DINNER CAPS 83/84 YEAR

The last Chapter dinner meeting of 1983/84 was held on May 23rd at Les Joulins, a charming French restaurant in San Francisco. Celebrity speaker for the evening was local newscaster, Lynne Joiner, of KQED, who recounted her recent trek to Moscow. Attendees were captivated by her many anecdotes on the Soviet Union and its government's stifling of information and hostility toward American journalists.



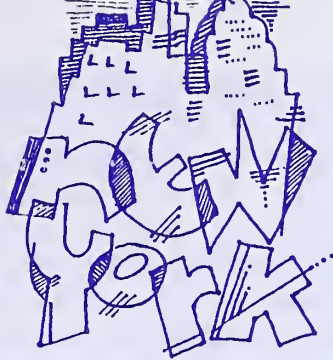
Presiding at her last meeting, Miriam Ciochon received many kudos from the members for her outstanding service to the Chapter throughout the year.

The evening had several other noteworthy highlights. Upon arriving members were greeted with a display of photos from the Chapter's archives and they were also serenaded throughout the evening by a bohemian Frenchman with his accordion. His portion of the program was unforgettable if not memorable.

--MGM

A PERSONAL VIEW OF THE SLA CONFERENCE

My sojourn to the "Big Apple" for my second SLA conference began with a red-eye flight Thursday night. I arrived at 7am EST, Friday, in Newark NJ to 95° weather. It turned out this was the coolest it was to be for most of the conference. It was my fourth trip to Manhattan so I spent that day,



my one free day for the week, soaking up (and being soaked by) the atmosphere in the city. I walked all around Central Park; visited the Guggenheim Museum and browsed through several neighborhood shops.

My weekend was to be taken up by Continuing Education courses. I had signed up for two, one all-day Saturday and the other all-day Sunday. While I have heard many glowing reports from other members on their CE experiences mine were abysmal. I attended, on Saturday, "Microcomputer Basics" and Sunday, "Microcomputers for Small Libraries." Not only were the presentations poor, the conditions appalling (3 monitors in the front of the room for 100-150 people), but Sun-

day's course was a complete rerun of Saturday's. Even the jokes were the same. For this I paid \$150.00!

The remainder of the conference, however, had more highs than lows. The highs: a fantastic collection of exhibits (the best I have seen at any conference) and Gail Sheehy's, author of Passages and Pathfinders, dynamic presentation. The lows: the 75th Anniversary Party and the talk on "How to Give a Good Presentation" (they were certainly not teaching by example.)

I believe the greatest rewards, by far, were the professional and personal contacts I made. I enjoyed meeting many new people both from other chapters and from our own chapter, as well as getting to know acquaintances better by dining, drinking or attending meetings with them.

In closing I'll make you all jealous by reporting I had tickets for the 3 biggest hits on Broadway, The Real Thing, La Cage aux Folles and The Rink. How's that for taking a bite out of the "Big Apple!"

--Maureen Madsen

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POLITICAL ACTION AND THE SPECIAL LIBRARIAN

Democracy represents a political system in which citizens share in the exercise of power. However, our modern democracy is based not on direct participation but representation involving the delegation of power from the people to our elected officials. Contemporary American government encourages an open and competitive forum in which ideas are contested and public policies formulated. Pressure groups, lobbyists, and political action committees are organized efforts, usually focused on special narrow interests, dedicated with the objective of influencing the political process. Our modern government's complex and pluralistic nature fosters the existence of pressure group activities which wield considerable influence over the current legislative scene. Consequently, the success or failure of particular legislation often is dependent upon organized special interest support or opposition.

In accordance with such trends, we too must also organize our efforts on behalf of crucial issues confronting the library/information community. Numerous emerging and recurring issues - restrictive access to public information; contracting-out of federal library services; increasing telecommunication costs resulting from the divestiture of AT&T; elimination of vital government statistical data series; public access to government-sponsored machine readable data files; budget cuts for library/information programs or agencies; attempts by the U.S. Office of Personnel Management to downgrade federal librarian job standards; increasing privatization of governmental information products and services; continuation of library postal rate subsidies; and efforts to weaken the Freedom of Information Act - threaten our ability as information managers to service our users. No longer can we be content to rely on past traditions but must embrace contemporary political realities. We must be prepared to enter the political arena with the intention of suc-

cessfully influencing the legislative process on behalf of our profession.

With this in mind, during the 1984 Winter Meeting, SLA encouraged every chapter to appoint a government relations representative with the intention of establishing an effective political action network among its membership. Each chapter representative would serve as a liaison to the Association's Government Relations Committee and function on the local level as a catalyst to mobilize member support concerning a particular issue. Typical action would involve traditional forms of political influence, namely letter-writing campaigns to inform or persuade appropriate public officials.

I am currently serving as our chapter's government relations representative. Since this activity represents "unchartered waters" for the Chapter, I will need input, advice, assistance and cooperation from our membership in order to insure a successful endeavor. I plan to carefully monitor legislation and policies on the federal, state and local levels relevant to library/information concerns. In the event that action appears necessary, a letter-writing campaign will be initiated to insure that our voice is heard. Please note, this is a non-partisan activity designed to merely reflect our concern for professional issues within the political arena.

In order to guarantee the overall success of this venture, I will need volunteers from the Chapter. Volunteers will assist with drafting letters, serve as resource specialists, and help recruit others to participate. The actual amount of time involved is not substantial since these actions are performed on a temporary and ad hoc basis. The Chapter has allocated a small budget to cover any expenses incurred. If you would like to participate in this important and exciting effort, please contact me at the below phone number or address. Remember, the more people participating in this network, the better our chances for successful results! Additionally, please communicate to me any particular federal, state or local issues which you think might warrant political attention. Working together, I sincerely believe that effective citizen participation can make

POLITICAL ACTION (Cont.)

a positive difference within the governmental process.

--Marc A. Levin

Institute of Governmental Studies
109 Moses Hall
University of California
Berkeley, CA 94720
(415)642-1472

JOBLINE POPULARITY SOARS

The SLA San Andreas and San Francisco Chapters' Jobline number continues to be (415)339-9541 this year. The Jobline which lists both information professional and nonprofessional positions throughout the Bay Area has been averaging 3 new librarian positions per week plus 2 new "other" jobs per week. New positions are added to the tape each Monday. With a total of 12 professional and 6 nonprofessional positions listed the tape is currently running in the 20 minute + range. There has been concern voiced by callers that the Jobline has been out of order; members have been frustrated by continuous busy signals, but the line has not been malfunctioning. The Jobline is simply in constant use. So hang in there and keep trying, eventually you'll get through. If you wish to list a position please contact the new coordinator, Cris Fowler, U.C. Berkeley, Public Health Library, at (415)642-2511.

--MGM

NEW EXECUTIVE BOARD & ADVISORY COUNCIL MEET

The first joint meeting of the new Executive Board & Advisory Council took place on July 22nd at the Berkeley home of Past President, Miriam Ciochon. The theme for the day was "changeover" with the outgoing and incoming committee chairs all in attendance. Topics discussed included Treasurer's and Finance Committee reports, current status of T-shirt sales and the projected programs for the year. The 29 attendees were then treated to a buffet lunch and enjoyed the rest of the warm afternoon getting acquainted.

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CHAPTER NEWS

At the 75th SLA birthday party in New York, three Chapter members received a very special kind of recognition. All were 45 year members of the Association. Kudos to Anne Avakian, retired from Lawrence Berkeley Lab, Ellen Cornish, retired from Alameda County Library System in the Fremont area, and Isabella Frost, retired from Safeway! Mark Baer, retired from Hewlett Packard, became one of the newest Hall of Fame members at the same occasion.

Many librarians have changed positions in the last few months. Nancy Wharton left Wells Fargo to become Supervisor of Client Services at PG&E Library. Her new telephone number is (415)972-3283. Her position at Wells Fargo was filled by Linda Aldrich formerly with Fireman's Fund. Randy Galloway joined the San Francisco Consulting Group as a research analyst/librarian/consultant. The telecommunications systems consulting firm is located at 533 Mission, San Francisco, 94105, telephone (415)777-0721. Sylvia Rathbun,

CHAPTER NEWS (Cont.)

Mohawk Data Sciences, has filled Randy's position at Argo Systems.

Atari's library was closed. But the market research reports and other current materials were donated to San Jose Public Library. Anne Porter-Roth is currently freelancing and helping in the organization of the Trans America Tennis Tournament before looking for a full-time position. Heidi Robertson has gone to Tandem Computers in Cupertino. Her telephone number is (408)725-6971.

Martha Ruske, formerly at Wells Fargo, has joined the Pacific Bell Corporate Information Center on a half-time basis. Gina Castro from Golden Gate University is also on the Pacific Bell staff. Betty Hardin has left Castle and Cooke's legal library to join Lillick McHose and Charles. Miriam Dunbar, formerly Castle and Cooke, Gail Pennix, ex-Lockheed, and Nancy Castle Hillan, a UC-Class of '84 graduate are all with Hewlett Packard's Corporate Management Records.

Cindy Hill has left Debra Radabaugh Associates to resuscitate the Failure Analysis Library. Her new address is 2225 East Bayshore Road, Palo Alto, 94303, telephone (415)856-9400 x268. Frank Lopez has switched from Stauffer Chemical to set up a library for Chevron Chemical's Ortho Division. His address is 940 Hensley, Richmond, 94804, telephone (415)231-8551. Mary-Ann Whitney, Chevron Corp., has accepted a special assignment to set up an exploration-production library which will be used by Chevron geologists in the Bay Area. Currently in San Francisco it will move to San Ramon in May 1985. Her position as Supervisor of Reference Services has been filled by Sandy Menegaux, ex-Cornell University School of Industrial Relations Library. Pat Rea has returned to the Federal Reserve Library and is working on a part-time basis.

Dennis Lai of Lawrence Livermore Lab is the new librarian at Clorox. Maryanne Hoopes has retired and is now busy at the Museum of Modern Art, deep sea fishing, and serving as a San Francisco arm of Info/Search. In another

job switch, Karen Perkins has left Homestake Mining's Records Center and is managing one of Bakers of Paris' retail outlets.

Annette Gaskin's library at Design Professionals Financial Corp. folded and she is now at Kaplan McLaughlin and Diaz. Sandy Foster is the librarian at Arthur Anderson in Oakland, Ken Graham has left Bechtel and is now with Hewlett Packard. Karen Johnson has switched from Mechanics to a cataloging position at University of San Francisco. Alice Clay, also from Mechanics, is now living in the Boston area.

Molly Skeen's (Federal Home Loan Bank) article "Legislative Databases - A Review and an Evaluation of What is Available" appeared in the June issue of Database.

Under the new quarters heading, both Dian Gillmar and Angie Brunton have recently moved into new libraries. Metropolitan Transportation Commission is located at 101 8th Street, Oakland, 94607, and Dian's telephone is (415)464-7833. California Division of Mines and Geology is located at 367 Civic Drive, Pleasant Hill, 94523, and Angie's telephone is (415)671-4941.

Congratulations and best wishes to Lisa Nicholson (McCutchen, Doyle, Brown & Enerson) and John MacMorris who were married in San Francisco on September 14th!

Quite a few chapter members have new family additions that have not been noted. Lolly Pineda (ex-Fireman's Fund) and Paul report son Thomas Mark born on October 31st. Helen Romero (Chevron Corp.) and Tony are the parents of Anthony Michael born November 20th. Cailin Margaret is the daughter of Audrey Powers (ex-Federal Reserve) and Mike. She arrived on January 28th just before the January 30th birth of Kate Jeannette, daughter of Sara Crew-Noble (Pacific Gas & Electric) and Ken. Marydee Ojala (Bank of America) and Steve's son David Edward, born March 27th, attended his first SLA convention in New York. Rebecka Snell (Hewlett Packard) and Vic Labson are the parents of Eva Louise, born on June 25th. Linda Kraemer (McKinsey) and Rich announce the arrival of Sarah Elizabeth on July 6th. And last chronologically, Seyem Petrites and Vince are the parents of Shane Deus, born July 18th. To all CONGRATULATIONS!!

--Marie Tilson

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land, 94612. The following are the
deadlines for submission of articles:
Nov/Dec issue, Oct 23; Jan/Feb, Dec
28; March/April, Feb 28; May/June,
April 25.

If you have ideas for articles or
wish to become involved on the Bulle-
tin Committee please contact Maureen
at (415)874-5189.

Calendar listings should be sent,
5 days prior to the deadline dates,
to Sharon Hotz, Harding Lawson Assoc-
iates, PO Box 578, Novato, 94948. Or
contact Sharon at (415)892-0821 x600.

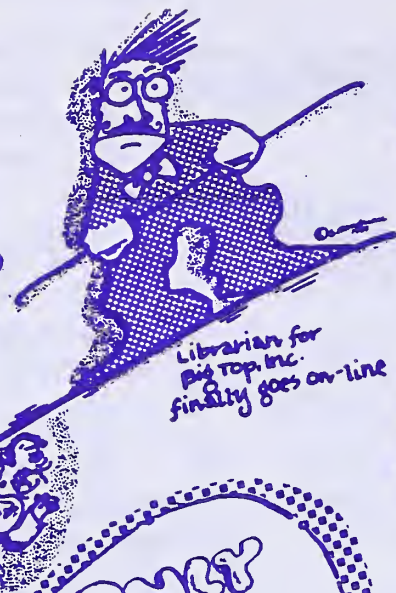
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extension 301.

NEW COMMITTEE LAUNCHES FUND RAISING PROJECTS

The newly created Fundraising Commit-
tee, chaired by Barbara Gersh of Dialog,
is hard at work on their second project
to raise much needed money for the Chap-
ter. The committee was formed in early
1984 in an attempt to begin offsetting
budget deficits by creating and imple-
menting some money-raising ideas. Our
chapter has suffered for several years
now from these deficits. For example,
this year's deficit, as reported by Jack
Leister, Chair of the Finance Committee,
is expected to be \$806.

The Fundraising Committee's first
venture, the raffle of a framed limited
edition original print, by artist Dallas
John commissioned by the Rocky Mountain
Chapter, was only moderately successful,
raising \$84. The drawing for the raffle
was held at the Chapter's May meeting
at Les Joulins; Jeanne Hastings of Im-
pell Corporation was the lucky winner
of the framed print. The committee
hopes their latest creation, colorful

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FUND RAISING (Cont.)

T-shirts with a delightful cartoon and SLA San Francisco embellished on the front will be enthusiastically received. (See page 12 for ad with order info in this issue.) Already many chapter members have been spotted as far away as New York with these wonderful T-shirts. The design for the shirts was created by Gary Handman, reference librarian at Moffitt Undergraduate Library, UC Berkeley. Gary's cartoons have brought much pleasure to Bulletin readers for several years and his talents will continue to be displayed throughout the Bulletins this year.

--MGM

NEW GROUP FOR BUSINESS LIBRARIANS

Thirty librarians from academic, special and public libraries throughout Northern California gathered Wednesday, August 15, 1984 at the Wells Fargo Bank Library in San Francisco for the first official meeting of the newly-formed Northern California Business Librarians group.

Participants had determined at an initial organizing meeting held last May at UC Berkeley that an informal, unaffiliated group designed to promote resource-sharing and information-exchange among librarians could greatly benefit members in providing services to a business information-seeking clientele.

The August meeting focused on a roundtable discussion of the use of public relations materials. Members exchanged copies of their bibliographies, guides and other handouts. Attendees were also treated to an introduction to the Wells Fargo Bank Library and to the historical and archival resources of the Bank's history department.

The idea of meeting on a small group, peer forum basis seems to have struck a responsive chord among librarians called upon to answer business reference questions. Over 70 people have asked to be on the mailing list, representing some 20 special, 13 academic and 12 public libraries. Libraries as

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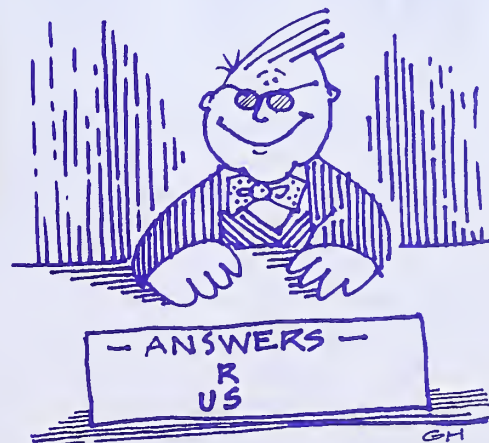
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far away as the Nevada State Library, University of the Pacific in Stockton and Sacramento Public Library have responded. Numerous Bay Area academic, public and special libraries including quite a few Silicon Valley firms are represented.

Persons interested in joining the group may contact LaVonne Jacobsen at San Francisco State University 469-1557, Pam Handman at Cetus 420-3280, or Joan Galvez at the Alameda County Business Library 874-5178.

--Joan Galvez



CALENDAR

- 10-1 Librarians for Nuclear Arms Control. (Meets the first Monday of each month.) 7-9pm, West branch of the Berkeley Public Lib. 1125 University. Contact Cynthia Papermaster, 392-1122
- 10-4 "Basic In-House Book Mending Techniques Workshop" presented by CLA, Technical Services Chapter. Oakland Public Lib., West Auditorium, 125 14th St. 9-3:30, \$15.00, contact Sandra Vella, 916-752-0597
- 10-11 San Francisco Bay Region Chapter dinner meeting. "Work With Passion: How to Do What You Love for a Living" H's Lordships Restaurant, Berkeley. \$15.25, contact Winnie Woo, 894-1980. Deadline for reservations is 10-4.
- 10-18 SLA CE 475, "Designing an In House Database: Issues and Techniques." In L.A. For information contact Daniel Strehl, 213-626-7555, Los Angeles Public Lib.
- 10-22 "Grant Proposal Writing," presented by the Grantsmanship Center. San Francisco, thru 24 9-6:30, \$395, Contact the Grantsmanship Center, 1031 S. Grant Ave. LA, 90015 213-749-4721.
- 10-29 Online '84 Conference & Exposition, San Francisco Hilton. Full conf. reg. (before 9/28) \$275, (after 9-28) \$305; single day reg. \$165 or \$195. Send check thru 31 or contact Tasha Heinrichs, ONLINE '84, 11 Tannery Lane Weston, CT 06883. (203)227-8466.

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PRESIDENT'S COLUMN

We seem to have hit the ground running. Our joint dinner meeting with the San Andreas Chapter in September drew a record-breaking crowd of 278. Since every Chapter survey always ranks Dunfeys as the least popular restaurant I assume the crowd came either for the dialogue between Dr. Buckland and Dr. Summit or for the comraderie of colleagues not often seen, or both. Although the October meeting competed with the historic Ferraro-Bush debate we had a hundred members in attendance. If this meeting wasn't distinguished enough by the spectacular view H's Lordships' second floor dining room afforded of the Bay, author Nancy Anderson's presentation was the most unusual in recent memory. Ask anyone who attended.

The jobline (339-9541) just grows and grows in popularity; the fact that the line seems always to be busy is the best evidence of its use. Of course we shouldn't be surprised: our jobline, a joint venture with the San Andreas Chapter, must be the single richest source of information on current vacant positions in our profession in the Bay Area.

From all the kudos I've been receiving and redirecting this year's Bulletin is a real crowd pleaser, despite its rocky beginning.

These dinner meetings, the jobline and the Bulletin are clearly visible examples of the benefits of membership in our SLA Chapter and are all the result of the hard work of several Chapter officers/chairs and their industrious committees. Many other projects and activities are either in the planning stages or are in progress. Bulletin Editor Maureen Madsen and the Planning Committee have been soliciting Bulletin articles from various committee chairs that detail the work of their committees; I too am encouraging members of the Executive Board and Advisory Council to describe their activities and recognize the contributions of individual committee members in the Bulletin. In the meantime I want to outline some of the activities and projects which

are being planned and from which our membership can benefit.

The Education Committee, a joint committee with the San Andreas Chapter, is planning two of their typically outstanding all day workshops. The first, scheduled for Friday February 1st, will address the difficult subject of measuring and evaluating information services. Planning is also already underway for a program on Friday April 26 that will explore techniques useful for women and other minorities climbing career and corporate ladders.

The Library Visits Committee is finalizing plans for tours of three libraries: Golden Gate University Library, the new facilities of the Metropolitan Transportation Commission Library and Chevron Research Company Library. Because Library Visits, like the Education Committee workshops, are always sellouts, I encourage you to mail your reservation as soon as you receive your announcements. Don't be turned away and disappointed.

Work is progressing nicely on a new membership directory. The directory is another joint venture with the San Andreas Chapter. Almost all the data is in the computer; editing, proofing, printing and mailing remain and are now in process. Since forewarned is forearmed I want you to know that the directory will be loose-leaf and not nearly as slick as the last two have been. However we will be reducing the costs to the Chapter from about \$5500 to less than \$1500. We hope a more affordable directory can be updated more frequently and we hope to bring the Chapter's finances back into the black. We are also exploring the possibility of making the directory available online.

The Fund Raising Committee continues to explore revenue producing ideas. I trust everyone by now possesses a Chapter t-shirt in at least one color. If not, you're in luck, a number of shirts are still available and your friendly fund raisers will be peddling them at our monthly meetings. Rumor has it that the Fund Raising Committee has convinced Santa to attend our Christmas party. Not only will he be there but we can sit on his lap and have a Polaroid taken for just a nominal fee. I personally can't wait.

Certainly a lot is happening in our

PRESIDENT'S COLUMN (Cont.)

Chapter. I encourage you to get involved and take advantage of the opportunities only a local professional organization can afford. You can pitch in and work to make things happen; contact me or any of your committee chairs listed on the verso of the Bulletin cover to volunteer. You can participate by attending activities. You can participate by making suggestions. You can participate by expressing your appreciation, support and thanks to your colleagues who are working hard to make things happen.

Before I close I want to thank the few people who responded to my column in the last issue. Your input is greatly appreciated.

--David Lewallen

JOINT EDUCATION WORKSHOP SCHEDULED

The San Andreas and San Francisco Bay Region Chapters of SLA are sponsoring a workshop entitled, Taking A Closer Look: Measuring and Evaluating Information Services, Friday, February 1, 1985, in South San Francisco. Registration fee is \$60, including lunch, for members and \$75 for non-members. For more information contact Wess-John Murchough, H. J. Degenkolb Associates at (415) 392-6952.

WHERE DOES YOUR CHAPTER \$ GO?

Financial realities have made the Executive Board quite cost conscious. If our fundraising activities, such as the T-shirt sales, are successful, we will not have to choose between cutting back chapter activities or charging more for them. The explanation for our financial difficulty is simple: the Association sends the chapter \$5.25 per member; we spend more than that amount to publish and mail five issues of the Chapter Bulletin during the year. Revenue from Bulletin ads and profit from Education Workshops help cover the Bulletin costs, election of new officers, Jobline telephone charges, etc. Each of our monthly dinner meetings has run a deficit, around \$100 to \$200 last



"THEY ALL CALLED ME
MAD, IGOR, WHEN I PROPOSE
HOOKING MY WORD PROCESS
TO MY FOOD PROCESSOR..."

year, because we resisted charging those who attend the full cost of sending the meeting notices to the entire membership.

Members of longstanding may remember when the chapter had a comfortable Project Fund, about \$10,000 beyond current operating expenses. Built up over the years by fundraising and royalties from publications, it dwindled away within a short time when the Executive Board invested in a computerized Membership Directory, subsidized the dinner meetings considerably, and did no fundraising.

Those of you who can arrange for your parent organization to subsidize printing, mailing, or other costs occasionally can help greatly. We also appreciate the various suggestions for additional fundraisers in response to the 1984 Needs Assessment Survey, and hope for enthusiastic participation in whatever the Fundraising Committee undertakes. We hope to restore a comfortable financial base so our energies can again be directed toward offering new chapter projects and activities.

--Ginette Polak, Treasurer

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EDITOR'S COLUMN

Well it's time for me to take a deep breath and exhale a huge sigh of relief. The first issue of the Bulletin is now "under my belt." Having worked on the Bulletin two years ago, I knew when I accepted the position of Bulletin Editor that the job would be a time-consuming and stressful one. I was not prepared however, for the many frustrating occurrences which delayed the last issue. Now that I have survived all of that I feel things can only become smoother and easier as the year progresses. I can now really look ahead, beyond just the issue at hand, and examine my goals and objectives for the production of the Bulletin this year. I want to outline exactly what I consider the purpose of this publication.

I'm sure most of you noticed with the last issue the Bulletin now has a new look. When I took over as editor I wanted to make some distinct changes and what I hope are considered improvements in the format while also culling from my predecessors' publications what I felt were the brightest and most popular aspects of their papers.

I have thought a great deal about what I believed the purpose of the Bulletin is and therefore what its focus should be. When a person joins the Special Libraries Association they begin to receive three publications, in addition to division newsletters. These are Special Libraries; The Specialist; and a Chapter Bulletin. Special Libraries' focus tends to be theoretical and deals mainly with the information/library profession and the advances within it. The Specialist is of course the monthly publication of the Association with news of association events, officers and members. While all of this is important to our professional growth and interesting to us as members of the Association most of it does not pertain to events on a chapter level nor deal with our lives as Bay Area library/information workers. That of course is why we have our own Bulletin.

I feel the most important function of our paper is to keep our members

informed of chapter activities and to promote our chapter to its own membership. Ours is one of the largest chapters in the Association with over 600 members, yet the active members number only between 100 and 150. How can we get these other 450 to 500 members involved? How can we peak their interest? How can we best reach/communicate with them? One way is to keep them informed about what we're doing and another is to try and explain, through articles on committee activities and monthly meetings, just what our chapter is all about.

When you look at the verso of the front cover you will see a list of the chapter officers and the Advisory Council, the committee chairs. Many members have no conception of what the functions of these committees are or what activities they are involved in. For example, what is the difference between the Publicity and Advertising Committees? Are Finance and Fund Raising connected? In each issue we will focus on one or two of these committees and explain just what is involved in working on them. There has also been a great deal of concern voiced by our membership as to where their money is going. In the first three issues we will try to explain in depth just what happens to your dues money, why our chapter is battling continual deficits, and how our officers and committee members are working to correct the problem. Throughout the year we will be profiling new groups, publications and services relevant to our community as well as continuing to carry such popular items as the chapter news, calendar and cartoons.

I hope that the membership will find the Bulletin informative, interesting and useful. Your feedback is extremely important. I have received many positive comments on the first issue, several offers of assistance, as well as some wonderful suggestions for articles. These have all been invaluable. I am grateful to all of you who contacted me and I wish to encourage others to do the same at any time. Feel free to write letters to the editor or call me. My address and phone are listed on the verso of the front cover.

--Maureen Madsen

PLANNING COMMITTEE RELEASES SURVEY RESULTS

The Planning Committee thought you'd be interested in the results of the Needs Assessment Survey conducted in June of this year. The information was collected, analyzed and passed on to the appropriate committees. It will also be used by the Planning Committee to finish their long-range plan. What follows is a summary of the responses; some questions, comments and observations are included.

The first section of the survey was intended to provide a membership profile of the San Francisco Bay Region Chapter. The following figures indicate where members work, followed by where they live: San Francisco (42% work in, 23% live in), Peninsula (21, 20), East Bay (24, 35), North Bay (4, 9), Other/No Answer (9, 13).

As might be expected, we are mainly small libraries: 42% of the members work in libraries with three or fewer FTE staff; 31% work in libraries with 4-10, and 21% with 11 or more FTE staff. Also we are mainly for-profit

libraries (59%). Other categories included non-profit (12%), academic (14%), government (10%) and public libraries (4%).

When asked how long members had worked in the information field, 17% responded with 5 or fewer years, 36% with 6-10 years and 46% with 10 or more years. Compare this with how long we've been SLA members: 47% with 5 or fewer years, 28% with 6-10 years and 23% with 10 or more years. (Why aren't we getting people fresh out of library school?!) Finally, we discovered that parent organizations pay the dues for 45% of the members and that 69% of us consider SLA our primary profession. We are well represented in over 40 other professional organizations - Bay Area Online Users Group, ALA and CLA being the most commonly mentioned. Note that only 29% of us belong only to SLA.

The Committee further used the first section to determine how active the members are. 49% of us attend 3 to 9 monthly meetings each year, and 40% of us attend at least one of the workshops each year. However, 67% of us never or rarely attend the annual conference. (How might we bring division activities to our local area?) Lastly, and maybe most significantly, 72% of us have not served on any committee in the past three years. (We should ask ourselves--why?)

The Committee did some correlations between (1) where members work/live, the size and type of library, the years in the profession and in SLA and (2) how active members are based on how many meetings, workshops, conferences are attended and how many committees are served on. Obviously Peninsula members are less active, probably because they consider their main chapter to be the San Andreas one. However, we did discover that the less active people include novice and seasoned members and members from the smaller and/or non-profit libraries. (The Planning Committee welcomes suggestions for increasing the participation of any of these groups.)

The activities and publications portion of the survey elicited a broad range of interests with a few clear preferences. Workshops and continuing education courses are the most popular activities by large margins. Curiously, there was no significant difference in

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the popularity of these activities between the 10% who felt their continuing education needs are not being met and the 27% who felt that they were being met. The monthly meetings are of medium interest to most members with no strong preferences for format among panels, non-librarian speakers, librarian speakers, and joint meetings. Social discussion meetings are the activities most often marked as least interesting.

Not surprisingly, the most important reason for joining SLA is to keep up with developments in our field. Two other leading reasons are to receive publications and to meet other professionals informally. Although many considered news of job openings to be very or somewhat important, it was also the reason most frequently noted as not very important. Most Bulletin features have strong supporters, but the calendar and profiles seem to be the most popular. Library and personal profiles and the Kaleidoscope column are favorites while the advertisements are least popular (surprised?).

The calendar of events is very or somewhat important to 97% of those responding, but only 45% would use a recorded calendar. Less than 35% would use one available through an electronic mail system, but then less than 20% reported using such a system. There are 20 different systems in use among the 38 reporting - although Ontyme leads all others with 15 users.

The latter part of the survey explored Chapter finances and fundraising. Members responded supportively and creatively with ideas for fundraising and cost management. 46% would be willing to pay for both the Bulletin and the Directory. Those who would pay for one would prefer to pay for the Directory and would pay \$5 to \$10 for it. Large numbers of comments indicated, however, that many would also prefer to have higher dues rather than pay separately for publications. 85% have no objection to non-library advertisements in the Bulletin if they are managed with

discretion. Computer vendors would be particularly welcome, in fact.

Fundraising suggestions included Monte Carlo nights and other social events, more raffles, educational workshops, runs and walk-a-thons, books and crafts sales, and Chapter publications. Surcharges for non-members, fees for meeting-only attendees and similar ideas have already been considered by the Executive Board and Advisory Council; some are being implemented this year. Questions and comments about the small allotment per member from the Association, Chapter savings and revenue made it evident that the Chapter needs to communicate more effectively to members. The Planning and Bulletin committees have already met to discuss and make recommendations on this problem.

The last question provided an opportunity to speak out on any issue of concern. Most of the responses continued discussing the financial questions summarized above or made observations on Chapter participation and meetings. This section further emphasized the diversity of member interests and professional needs. For example, there are equally strong opinions that meetings should be: specific and practical, social and current-events oriented, or forums for philosophical information issues. General observations on programs are helpful, but few people suggested concrete topics that would appeal to them. The committees would welcome specific ideas any time - you can call or write the person listed in the front of each Bulletin to give them your suggestions. As in the past, there will be articles in the Bulletin this year describing committees and soliciting volunteers for next year. Meeting other professionals informally is a high priority for members, but these comments indicate that many continue to find it difficult to get acquainted. The Hospitality and Membership committees are concerned and continue to explore solutions.

If you are interested in receiving a more detailed copy of the results, send a self-addressed, stamped envelope to: Mary S. Wawrzonek, Chevron Research Co., PO Box 1627, Richmond, CA 94802.

--La Vonne Jacobsen
--Mary S. Wawrzonek

OCTOBER MEETING, A NEW EXPERIENCE

The October dinner meeting of the Special Libraries Association, Bay Region Chapter was held at H's Lordships Restaurant in the Berkeley Marina on Oct. 11th, Tuesday night.

In spite of the conflict with the Ferraro-Bush debate and the tardiness of the address-labels from the New York office, we had a fairly good turn out.

Nancy Anderson, the author of Work With Passion: How to Do What You Love For a Living, was the guest speaker. The meeting was unlike any other SLA chapter dinner meeting. The speaker used meditation and feedback as techniques for discussing our work lives in terms of the human potential movement.

Most Chapter members expected to hear tips on developing new careers in information management. Instead, the speaker seemed more intent on developing untapped skills and resources by meditating on our childhood dreams. Some chapter members were uncomfortable with direct feedback. However, it may be useful to utilize some of these techniques to break the stereotypical image of librarians within our working environment.

Although many of those attending were unaccustomed to using these techniques to discuss career development, the discussion was lively, entertaining and enjoyable to most. Overall, I would say that the food was good, the view was lovely, the company excellent, and the dinner meeting was a new experience for all attending.

--Winnie Woo

CHAPTER NEWS

Chapter News will now only be included in every other issue. It will next appear in the Jan/Feb issue. Anyone who has changed positions, been published, gotten married, had a baby, or retired, or knows someone who has and would like that information included in this column should drop a note to Marie Tilson, Chevron Corporation Library (formerly Standard Oil Co. of California)

225 Bush St., Room 1410, San Francisco, CA 94104. The deadline for inclusion in the Jan/Feb issue is Dec. 23rd.



PROFESSIONAL READING

Science & Technology Libraries. Quarterly. Edited by Ellis Mount, Columbia University. Haworth Press, 28 E. 22nd St., New York, NY 10010. Current volume is v.5. \$33 for individual subscription, \$55 institutional.

This journal seems to represent the varieties of science and technology libraries very well. The authors

PROFESSIONAL READING (Cont.)

include librarians from corporate libraries, as well as those from sci-tech collections within academic and public situations. Each issue is thematic, featuring articles which deal with a particular aspect of work within a sci-tech information center. Topics of past issues have included planning, management, training, the role of technical reports, patents, serials, monographs, and translations, collection development, technical services, and document delivery. Each issue also reviews new science and technology reference books, gives news of online services of interest, and reviews recent articles on library/information aspects of science and technology.

Infoscan. Monthly. Syncom/Kamstra Communications, 370 Selby Ave., St. Paul, MN 55102, 800-843-9862.

This new indexing publication, aimed at libraries and computer resource centers indexes (by subject) over 800 articles each month from over 40 computer magazines. It is produced in the shape/size of a 5¼" floppy diskette. A sample copy can be obtained by calling the toll-free number above.

The September 1984 issue of the Journal of the Society for Information Science is devoted to artificial intelligence. Articles include an overview of the field, natural language processing, expert systems, and approaches to machine learning, as well as a briefly annotated bibliography. Interesting reading for those interested in AI.

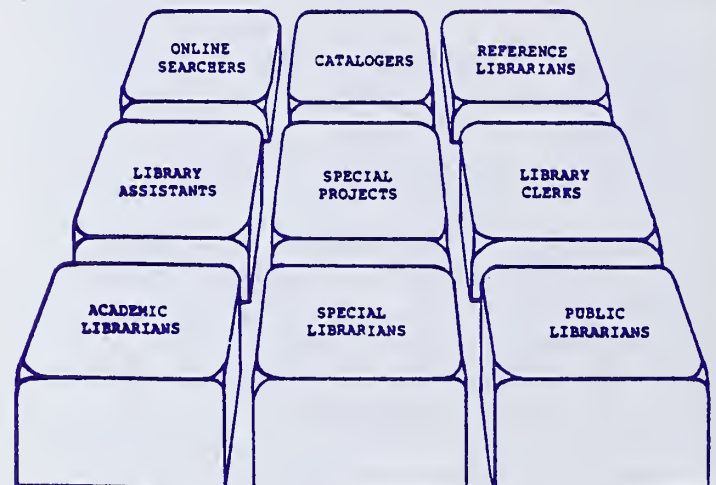
The September 1984 issue of Scientific American is dedicated to computer software, but the title is misleading. Rather than reviewing or enumerating specific types of software, the articles deal with the approaches to information systems inherent in software for a variety of applications: language processing, graphics, information management, process control intelligent systems, and science and mathematics. The emphasis on the user/computer interface in the design of software has many transferable implications for librarians as designers of another type of informa-

tion system. The issue is definitely of interest to those interested in the direction of software development.

--SMH

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BULLETIN DEADLINES

If you wish to submit an item for the Jan/Feb issue send it to Maureen Madsen (address on the verso of the front cover) by Dec. 28th. Items for the calendar should be sent to Sharon Hotz, Harding Lawson Associates, PO Box 578, Novato, CA 94948, by Dec. 23, or contact Sharon at (415) 892-0821 x600. Items for Duplicate Exchange should be addressed to Joan Galvez c/o the Alameda County Business Library, 2201 Broadway, Oakland, CA 94612 also by Dec. 23.

LIBRARIANS FOR NUCLEAR ARMS CONTROL (LNAC)

Bay Area SLA members have joined other librarians and library workers in supporting the concerns and activities of a new organization, Librarians for Nuclear Arms Control. LNAC (pronounced L-NAC), founded a year ago with national headquarters in Pasadena, is a non-partisan group organized along the lines of Physicians for Social Responsibility. Its founders were interested in exploring what librarians could do to help prevent the possibility of nuclear war, and LNAC joins the ranks of other professionals - lawyers, educators, psychologists, architects, and others, who are using their professional skills and knowledge to educate, inform, organize, and ultimately end the arms race. LNAC's membership is growing rapidly as it becomes better known.

Speaking at the California Library Association annual meeting in 1982 in support of a Nuclear Arms Freeze Resolution, which CLA passed, Victoria Kline Musmann, LNAC President and Director of the Santa Fe Springs City Library, said: "The nuclear threat seems vast and insurmountable, but... nuclear war can be avoided if individuals and professional organizations speak out in favor of a nuclear weapons freeze. Although we call ourselves information specialists, our role is much more important. We are perceived as the guardians of culture. We are the only profession dedicated to the collection, preservation, and dissemination of the collective wisdom of human civilization. We must protect our cultural and intellectual heritage from nuclear destruction. It is up to us to preserve existing scientific and technological information for future generations."

The Northern California Chapter of LNAC meets the first Monday of every month at the West Branch of the Berkeley Public Library. There is usually a business meeting and a program - film, speaker, or other activity, and refreshments and conversation. Among other activities this year, the LNAC-Northern California Chapter produced

and distributed an extensive Meeting Room Directory for peace and other civic groups which includes details on availability of exhibit and meeting spaces in area libraries. Thousands of their colorful "Children's Peace List" bookmarks have been given out in Bay Area bookstores and libraries. The group has also previewed and endorsed a collection of locally-produced films and tapes on subjects related to nuclear arms control. The local LNAC Chapter has also worked with other professional and civic groups on various educational projects, and is exploring ways to network with other professional groups working to prevent nuclear war.

"The input and energies of special librarians would be especially welcome by LNAC," says Cynthia Papermaster, member of SLA and Librarian at Orrick, Herrington & Sutcliffe Law Library. She adds that "Special Librarians can contribute their expertise, ideas, and considerable resources to this most critical of issues."

For more details about LNAC, a sample of their excellent quarterly newsletter, and membership information, write: LNAC, PO Box 5551, Berkeley, CA 94705. Or contact: Candace Ford, Krames Communications, (415)994-8800 (w)/(415)386-6745 (h) or Cynthia Papermaster, Orrick Law Library, (415)392-1122 (w)/(415)849-2683 (h).

SANTA CLAUS IS COMING TO SLA

The San Francisco Bay Region Chapter's annual holiday get-together will take place on December 12th at the Sir Francis Drake Hotel in San Francisco. This year's celebration will be somewhat different from other years in that a celebrity guest will be present. Organizers of the event have pulled some special strings and have convinced Santa to pay us a visit to help us raise some funds for our Chapter's coffers. Please attend the festivities, enjoy the music, mingle with your friends and associates and have your picture taken on Santa's lap.

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DO YOU HAVE A SERVICE OR BUSINESS TO PROMOTE?

The Bulletin has received several items from profit-making organizations who wish their services described to our readers. It is our policy that these organizations become advertisers and help us defray the cost of publishing the Bulletin. All advertising inquiries and copy should be sent to the chair of the Advertising Committee, Mary Torres, Bancroft, Avery & McAllister Library, 601 Montgomery St., Suite 900, San Francisco, CA 94111, or phone (415) 788-8855 x301.



QUESTIONPERSON -- SHARON M. HOTZ

The Bulletin will now be including the Question Column in every issue. If you have any suggestions for questions please drop a note to Sharon Hotz, Harding Lawson Associates, PO Box 578, Novato, CA 94948.

The following question was asked via telecommunications lines (no commercial favoritism here.) No pictures until the industry adopts video phones.

QUESTION: What efforts does your library make to promote the visibil-

ity and use of library services?

Nyra Krstovich, Federal Reserve Bank, SF: We are trying something new: downloading searches, which we will distribute to potential users who have not made much use of our services. We also put out a Daily News Packet of current information to our users.

Janet McDonald, Systems Applications: I have been giving presentations on library services at small group meetings of the technical staff. This gives me an opportunity to get good feedback on the types of information they need, and to point out the range of resources available for specific situations.

Barbara Gifford, Shaklee Corp.: I have an "Open House" periodically, including refreshments, for the staff. I also distribute a newsletter and periodic new book lists.

Randy Galloway, SF Consulting Group: Since we are such a small company, people are very aware of the services, so I don't have as much promoting to do as I would in a larger setting. I put out a weekly news bulletin of current information involving the telecommunications industry.

Nancy Wharton, Pacific Gas & Electric: We put out a monthly bulletin listing and abstracting new acquisitions, as well as publications by PG & E authors. We have also developed a slide presentation on library services, which we give for new employees and target user groups. Along with the presentation, we distribute a folder to each person, which includes a one page flyer, and such things as a sample of our weekly SDI publication and a sample search. We have recently completed a survey evaluating library services, which is also a means of increasing awareness. We're also fortunate to have a budget which allows extras such as library-imprinted memo pads.

CHAPTER RECOGNIZES PROFESSIONAL ACHIEVEMENT

As noted in the last Bulletin, we now have an opportunity - through the establishment of a San Francisco Bay Region Chapter Award for Professional Achievement - to recognize a colleague for outstanding contributions to the Chapter and to the profession. The award is intended as a symbolic way of honoring a Chapter member who achieves distinction in areas of professional concern and activity, with particular emphasis on local involvement and Chapter contributions.

Any Chapter member in good standing, active or retired, is eligible for nomination, and self-nominations will be accepted. The Award Selection Committee consists of three members, with the current Past-President automatically functioning as Chair. Current Executive Board members and Award Selection Committee members (Miriam Ciochon, Marc Levin, and Aileen Thompson) are automatically ineligible for nomination. The award itself (a plaque or citation) will be presented at the

last meeting of the chapter year.

The criteria for selection include the following: outstanding efforts on behalf of the Chapter, notable innovations on the job, participation in seminars or other teaching activities, contributions to professional literature, or other similar activities which benefit the Chapter or promote public recognition of the profession.

We all know colleagues who deserve recognition; here's a way to provide it.

To submit a nomination for the first award, please complete the nomination form below, and send it to the indicated address.

--Miriam Ciochon

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SAN FRANCISCO BAY REGION CHAPTER AWARD FOR PROFESSIONAL ACHIEVEMENT: Nomination Form

This information is to be held in strict confidence.

NOMINEE: _____
(Please print)

NOMINATED BY: _____
(Please print)

(Signature) (Dated)

(Contact phone number)

PLEASE DESCRIBE, ON A SEPARATE SHEET, THE OUTSTANDING PROFESSIONAL ACHIEVEMENT OR CONTRIBUTION TO SPECIAL LIBRARIANSHIP/INFORMATION SCIENCE, OR THE CHAPTER, ON WHICH THE NOMINATION IS BASED. INCLUDE PERTINENT BIOGRAPHICAL DATA OF THE NOMINEE IN THE DESCRIPTION. FORWARD IN CONFIDENCE TO:

Miriam Ciochon, Research Library, Federal Reserve Bank of San Francisco, PO Box 7702, San Francisco, CA 94120

NOMINATIONS MUST BE POSTMARKED NO LATER THAN MARCH 1st TO BE CONSIDERED!

DUPLICATE EXCHANGE

Wants: The San Francisco Museum of Modern Art Library has need of a fairly current edition of Ulrich's International Periodicals Directory. Contact Mary Anne Hoopes at (415)552-8528.

Offers: The Systems Control Group Library has a number of law books to give away. Multi-volume sets include Business Organizations With Tax Planning, 1978, Matthew Bender, 13 v.; California Procedure, 1971, 2d edition and 1979 sup., Witkin, 14 v.; Mimmer on Copyright, 1978, Matthew Bender, 4 v.; Summary of California Law, 1974, 8th edition and 1982 sup., Witkin, 16 v. Single-volume books include Commercial Real Property Lease Practice, Ca. C.E.B., 1976; Debt Collection Tort Practice, Ca. C.E.B., 1971; Drafting Agreements for the Sale of Business, Ca. C.E.B., 1971 & 1978 sup., Operating Problems of California Corporations, Ca. C.E.B., 1978; Delaware Corporate Law, annotated, 1981, C.T. Corporation System; and others... Contact Martha Liles at (415)494-1165.

The Alameda County Business Library will give away U.S. Code Congressional and Administrative News 1979-1983. The years 1979 and 1983 are paper; 1980-1982 are hardbound cumulations. Contact Joan Galvez at (415)874-5189 by Dec. 15.

SLA CONFERENCE MEETING DATES ANNOUNCED

The Special Libraries Association recently announced the dates and locations of future meetings up through 1993. The following is a list of those dates and places:

- 1/30-2/1, 1985 Winter Meeting - Philadelphia, PA
- 6/8-13, 1985 Annual Conference - Winnipeg, Manitoba Canada
- 1/29-31, 1986 Winter Meeting - Nashville, TN
- 6/7-12, 1986 Annual Conference - Boston, MA
- 1/26-30, 1987 Winter Meeting - Pittsburgh, PA
- 6/6-11, 1987 Annual Conference - Anaheim, CA

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- 1/27-29, 1988 Winter Meeting - Williamsburg, VA
- 6/11-15, 1988 Annual Conference - Denver, CO
- 6/10-15, 1989 Annual Conference - New York, NY
- 6/9-14, 1990 Annual Conference - Cleveland, OH
- 6/8-13, 1991 Annual Conference - San Antonio, TX
- 6/6-11, 1992 Annual Conference - San Francisco, CA
- 6/5-10, 1993 Annual Conference - Cincinnati, OH

As you will note in 1992 the annual conference will be held in our own San Francisco. At the 1984 conference in New York the Association had on display a nice letter from Mayor Dianne Feinstein congratulating the Association on its 75th Anniversary and extending an invitation to all members to visit "everybody's favorite city." Due to requests from many members who were unable to see the display, the Bulletin has secured a copy of the letter from the Association. It is reprinted in its entirety on page 13 of this issue.



June 1, 1984

Dr. David Bender
Executive Director
SPECIAL LIBRARIES ASSOCIATION
235 Park Avenue South
New York, New York 10003

Dear Dr. Bender:

On behalf of the City and County of San Francisco, it gives me great pleasure to congratulate the members of the Special Libraries Association on your 75th Anniversary.

We also look forward to welcoming the members of the Special Libraries Association to "Everybody's Favorite City" in June of 1992. San Francisco is one of America's most beautiful and exciting cities, known the world over for its Golden Gate Bridge, Cable Cars, Fisherman's Wharf, Embarcadero and Golden Gate Park, to mention only a few of the many attractions we hope you'll be able to see during your stay with us.

We feel confident that San Francisco has all the necessary ingredients for a successful and well attended meeting and you can be assured that the City and County of San Francisco and the San Francisco Convention and Visitors Bureau, will do everything to ensure you a most successful convention.

We are happy that you have chosen San Francisco for your meeting and I am certain you will find your visit to San Francisco in 1992 both enjoyable and memorable.

Once again, congratulations on your 75th Anniversary.

Cordially,

A handwritten signature in dark ink that reads "Dianne Feinstein". The signature is fluid and cursive, with the first name "Dianne" and last name "Feinstein" clearly legible.

Dianne Feinstein
Mayor

JOINT MEETING BRINGS RECORD CROWD

On Thursday September 20th I attended my first SLA meeting. The meeting, held at Dunfey's in San Mateo, was a joint meeting with the San Andreas Chapter and turned out to be a record breaker; the attendance was 278.

Speakers for the evening were Dr. Roger Summit, President of Dialog, and Dr. Michael Buckland, former Dean of the UC Berkeley Library School. The speakers discussed how the information industry and technology are changing the role of librarians.

According to Dr. Summit there is an insatiable need for information and this need provides great opportunities and challenges for librarians. Historically the role of librarians has largely been custodial but technology is changing this. Citing statistics from his company Summit noted that in 1974 there were 5 to 10 databases compared to over 200 currently in existence. The number of actual records has more than doubled. Librarians were most of the early users of databases and 90% of Dialog users are still librarians. The future promises increased delivery of information through electronic means directly to end users. However the plethora of available information online and the complexity of accessing it in many disciplines will still necessitate information specialists.

Dr. Buckland noted that information technology is changing and the machine is becoming the norm; he stressed what is changing is not the substance but the structure. Technology can only arrange storage of information, but it does not tell you how to get at information, nor give you language you can understand nor address the politics of access. These are among the issues librarians will still have to deal with. A broader view of libraries needs to be incorporated into the basic training of librarians and librarians in turn have to educate the people who use information.

A lively series of questions and comments followed the presentations. I learned there are advantages of sitting at the last table served; when Dunfey's ran out of rock cornish hens

they started serving prime rib and that delicious meal made the meeting that much more enjoyable.

--Karmann Reta

ARCHIVAL TRIVIAL PURSUITS

1). Which well known former Federal Reserve Bank Librarian was photographed at San Quentin in 1949?

2). How much did it cost to produce the Chapter Bulletin in 1946?

3). Where was the November 19, 1931 Chapter dinner meeting held?

4). What kind of programs were featured during 1936-37?

5). Has the Chapter ever endorsed a political viewpoint?

ANSWERS:

1). Phyllis Anderson Waggoner on a Chapter tour.

2). Eight monthly issues were produced at a cost of \$13.50/month (costs included paper, envelopes, stencils, and mimeographing for 250 copies).

3). The Martha Jean Tea Room, 340 Mason Street, 2nd floor, San Francisco, 6:00 pm (charge \$.85). After dinner, the members, as guests of the Bank of America, visited the new Library of that institution at One Powell Street.

4). Mr. Ted Reindollar of the Publicity Department of the Golden Gate International Exposition, to be held in 1939, spoke on plans and features of the Exposition. At another meeting that year, Mr. Will Merryman, Managing Director of the Retail Merchants, spoke on the Robinson-Patman Act and its effect on business transactions.

5). In October, 1978, the Chapter recommended to the Board of Directors that SLA refuse to hold any Winter meetings after 1980 and any annual conferences after 1984 in states that had not ratified the Equal Rights Amendment.

ARCHIVES (Cont.)

These historical tidbits were gleaned from the Chapter's archives which are housed in the basement of the Institute of Governmental Studies Library at UC Berkeley. The records document the Chapter's organization and development and include items such as chapter membership directories, bulletins, meeting notices and minutes, photographs of Chapter Li-

braries and Librarians, clippings and correspondence.

If there are any photography enthusiasts in the Chapter, it would be great to update the collection of photos of Chapter Libraries. Any volunteers? If you have any items to contribute to the archives, please send them to me (PG&E Library, Room 1220, 77 Beale Street, San Francisco, Ca. 94106).

--Nancy E.R. Wharton

CALENDAR

- 11-11 thru 14 Information Industry Association Conference, Sheraton Palace, San Francisco. \$10 admission fee to exhibits (10:30 am - 7 pm Mon. & Tues., 9:30 am - 3:30 pm Wed.).
- 11-13 CLASS Workshop - "Use of OnTyme," CLASS facilities, San Jose. Advanced session, 9 am - 12 noon; beginning session, 1 pm - 4 pm. Registration fee \$35. For information call CLASS, (408)289-1756.
- 11-13 SLA, San Francisco Chapter dinner meeting. Joint meeting with Bay Area Online Users Group. Pier 39, San Francisco. For more information, contact George McGregor, Cetus, (415)420-3279.
- 11-16 Workshop, "End User Searching in Science Libraries," Turing Auditorium, Stanford University. Sponsored by Science & Engineering Academic Librarians, Northern California. Includes tour of Hewlett Packard facility. For details, call Sandra Kajiware, Clark Library, San Jose State Univ.
- 11-17 American Society of Indexers, Golden Gate Chapter meeting. Discussion of indexing issues by representatives from academic and trade publishers. Contact David Bastin, Information Access Corp., (415)598-2079, for further information.
- 11-21 ARMA Chapter meeting. Contact Hollis Hammond, (415)782-2572 for information.
- 12-1 thru 5 California Library Association. Annual meeting, Los Angeles, Western Bonaventure Hotel. Contact CLA office, (916)447-8541, for program information.
- 12-3 Librarians for Nuclear Arms Control meeting. Contact Cynthia Papermaster, (415)392-1122, for details.
- 12-6 American Society for Information Science, Bay Area Chapter meeting. Speaker will be Gregory Brown from FMC Corp., on vision systems and robotics. Contact Art Antony, Chevron Research, (415)620-3161, for further information.

CALENDAR (Cont.)

- 12-12 Investext (File 545 on Dialog) Training Seminar, Palo Alto, 9 am - 12 noon. \$35 registration fee. Online practice included. Call Jennifer Briggs at Business Research Corp., (800)662-7878.
- 12-12 SLA, San Francisco Chapter dinner meeting. Sir Francis Drake Hotel, San Francisco. For more details contact Fran Brunet at (415)768-1152.
- 1-26 American Society of Indexers, Golden Gate Chapter, Mid-Winter meeting, San Francisco, Grosvenor Hotel. Speakers from ARMA, Society of Technical Communications, and Hewlett-Packard, will discuss computer-aided indexing, artificial intelligence, self-publishing, image indexing. For more information, contact David Bestin, Information Access Corp., (415)-598-2079.
- 1-26 North-West Computer Swap Meet, San Mateo Fairgrounds. \$5 admission. For more information call (408)266-6768 or (408)978-SWAP.
- 2-1 SLA All Day Workshop on Measurement and Evaluation of Information Services. Details to be announced.

Special Libraries Association
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PRESIDENT'S COLUMN

Happy 1985. We've made it halfway through the decade, halfway through my term of office and have escaped Orwell's predictions of gloom. I remember well the years in my life when I was fearful of 1984's arrival, convinced Orwell's prognostications accurately described 1984 as we would live it. Those were the same years that I thought if I would ever make as much money as my current salary I'd be really rich. Au contraire! Reading a recent Chronicle article that noted a person with \$30,000 available for a down payment making \$35,000 a year has no hope of being able to purchase a home in San Francisco provides a very different perspective. Makes you feel like you're doing a jigsaw puzzle and someone's removed several pieces. So '84 is history and we move heartily forward.

We have received a lot of news recently from the Association headquarters in New York. First, two members of our chapter are candidates for the Spring 1985 election. Jack Leister of the Institute of Governmental Studies Library has been nominated for President-Elect of the Association. Bill Petru, Hewlett-Packard, is a candidate for Board of Directors. I hope you'll join me in supporting their candidacy; the Association needs leaders of their caliber.

In case you didn't notice the item in the last Bulletin, the 1992 annual Association conference will be held in San Francisco. Since that schedule of future conferences was published San Francisco has also been selected as the site for 1989 winter meeting. Rick Battaglia called to see if I could share any local insights to assist him in evaluating the Sheraton Palace versus the Cathedral Hill, the two hotels receiving final consideration.

At the same time Ellen Gerber told me the Association is adding an additional regional continuing education course to those already scheduled as part of the Middle Management Institute. CE 425, Microcomputers in Special Libraries, will be held on March 22 at the Cathedral Hill Hotel. For

announcing the program and assisting with registration our chapter will receive 10% of the net income.

At the Chapter level I want to draw your attention to the work of several committees. The Education Committee has put together an outstanding workshop addressing the difficult subject of measuring and evaluating information services. If you haven't already registered for this February 1 program chances of attending are slim. Because of their reputation for quality the Education Committee programs are nearly always sell outs. If you need information regarding the workshop contact Wess-John Murdough at (415) 392-6952.

In the last issue of the Bulletin (p11) nominations were requested for the first Chapter Award for Professional Achievement. Our Chapter abounds with dynamic members who have committed a lot of time and energy for the benefit of the Chapter and our profession. Please help us recognize these contributions. Submit nominations to Miriam Ciochon, Committee Chair, (974-3215) or to committee members Marc Levin and Aileen Thompson.

The Planning Committee, chaired by Mary Wawrzonek, is working on the final draft of the Chapter's Long Range Plan. Many of the recommendations gleaned from the Needs Assessment Survey have been or are being implemented. Our Needs Assessment Survey so impressed Emily Mobley, Chapter Cabinet Chair-Elect that she called me from Michigan to ask me to present it to other Chapter Presidents at the Winter Meeting next week in Philadelphia, as part of the Chapter Officer Leadership Training (COLT). Emily also told me that the survey results are useful for a course she teaches in special librarianship. Congratulations to the Planning Committee; I am really proud when Chapter efforts receive national recognition.

Angela Brunton, Chapter President-Elect, and I are ready to head to Philadelphia for the Association's Winter Meeting from January 29 to February 1. Based on my experience at last year's Winter Meeting I am looking forward to this opportunity to work with our counterparts from around the country; this is truly one of my favorite parts of this job. I'll report on the conference in the next Bulletin.

--David Lewallen

LETTERS TO THE EDITOR

Dear Ms. Madsen:

One of the more pleasant tasks assigned me at SLA is the reading of Chapter and Division Bulletins. I was most impressed with the SLA/San Francisco Bay Region Bulletin, Nov./Dec. 1984. How nifty to have a resident cartoonist - and he is really fine.

I wrote to Cynthia Papermaster at LNAC - perhaps we can publicize that group through Specialist. I would certainly be interested in anything your members might want to share with SLA at large.

Does Gary Handman hire out?

Thank you - be in touch.

--GraceAnne A. DeCandido
Editor
SPECIAL LIBRARIES

Dear GraceAnne:

Thank you so much for your praise and encouragement. Gary is nifty indeed and such an asset to the Bulletin and the Chapter. I am also very lucky to have many other members who are willing to assist me, many times with very little notice.

I will encourage all of our chapter members to contact you with any ideas, comments or articles they may have for the Specialist or Special Libraries.

Again, thank you for your kind words.

Dear Maureen:

I am the President of the Upstate New York Chapter and as such I receive the Chapter bulletins. I must commend you. Your Nov./Dec. Bulletin was an informative delight. Thank you for some great ideas and much interesting "news."

--GladysAnn Wells
Special Assistant
to the State Librarian

Dear GladysAnn:

Thank you for your wonderful note. I too receive bulletins from other Chapters and have found it quite informative. I consider it one of the few fringe benefits of my position as Bulletin editor and I've been able to "borrow" some exciting ideas from them.



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Dear Bulletin Editor Madsen:

Will you please convey my jolly thanks to all the members of your chapter who attended your Christmas party and made it such a ringing success. It was the best of the several thousand I've attended in many seasons. Fran Brunet's selection of the Sir Francis Drake was outstanding; delicious bountiful food rounds my belly and a festive ambiance always brings a twinkle to my eyes. Elyse Eisner and Nyra Krstovich handled arrangements so well I may have to recruit them to train some of my helpers. Jensa Woo's piano playing was so accomplished it inspired spontaneous caroling and fine singing warmed the air.

Of course the evening highlight for me was having all the cuties in your chapter sit on my lap for their pictures. If my other half at home finds out my sleigh will probably be grounded for a year, so let's keep it our little secret. Ho, ho, ho. The elves, the reindeers and me hope your 1985 is your best year yet. Thanks again for the fine party. If you're ever up North stop in and visit my information center. You think you've got records to

manage!!!

--Merrily,
Santie Claus
North Pole
Information Center

Dear Santie:

Thank you so much for your letter. I shall pass on your accolades to all involved. I was so very sorry to have missed the party. From what I have heard your presence helped make the evening one of the most enjoyable in recent years. Hope to see you at next year's party.

P.S. Thanks for filling up my stocking with such delightful surprises.

SLA OFFERS STIPEND

The Newspaper Division of the Special Libraries Association will award a \$1000 stipend to a library science student interested in newspaper librarianship. This stipend will help cover expenses of attending the SLA conference in Winnipeg on June 9-13, 1985. For additional information, brochure or application contact, Gloria Colvin, Associate Librarian, Durham Herald-Sun Newspaper Library, P.O. Box 2092 Durham, NC 27702

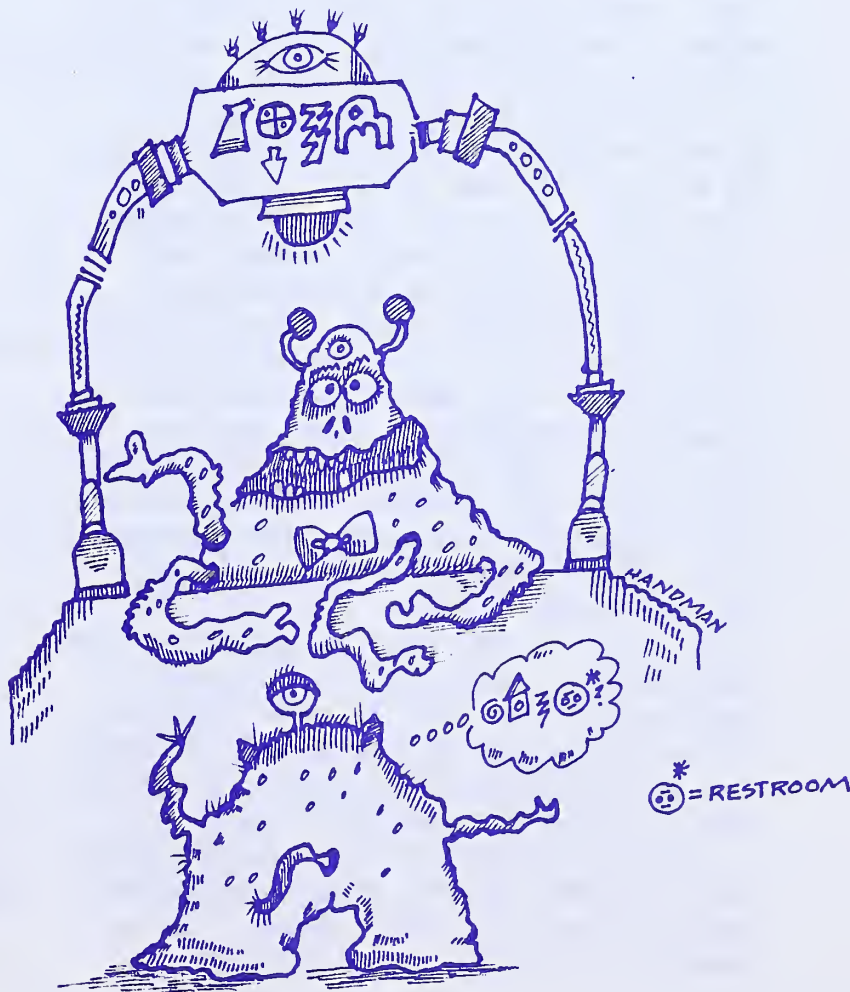
THE FINANCE COMMITTEE AND CHAPTER FINANCES

Early in this Chapter year the Bulletin editor asked me, as she did others involved in Chapter finances, to explain to Chapter members what the Finance Committee does. In the simplest terms and in its broadest sense, the Finance Committee makes recommendations concerning fiscal policy to the Chapter Executive Board. It does not make policy, it only recommends. In specifics, the Committee is responsible for soliciting budget requests for the upcoming fiscal year from all members of the Advisory Council, compiling and analyzing those requests in relation to projected income, and then making recommendations to the Board on proposed budget allocations. The Chair

(me) is the only appointed member of the Committee, the others are all ex-officio. They are the Chapter Treasurer (Ginette Polak), the immediate Past Treasurer (Angie Brunton), the senior Director (Seyem Petrites), and the immediate Past President (Miriam Ciochon).

In short, the Committee's job is really figuring out how much money the Chapter has, what projects and ongoing costs have highest priority, and which of those we can afford to fund. The important word is which we can afford to fund since the requests far exceed our income, and in the last several years the Chapter has been spending more money than it has taken in. We will not be going broke (I hope) in the near future since over the years the Chapter had built up a sizable amount of money in a Project Fund. But one can operate in a deficit mode only so long.

It should not be implied that the Chapter has been spending frivolously - the problem is that everything which is provided for the Chapter members such as the Bulletin, the Membership Directory, and Chapter meetings (mailing and publi-



city costs), has increased tremendously in cost while our income has remained static. Our primary income is the annual allotment the Chapter receives from the Association, \$5.25 per Chapter member, our total this past year was \$3200. The other major source of income is the successful workshops produced by the Chapter Education Committee, last year the income was \$2500. One might think the Chapter should be able to survive on \$5000 annually, but when you realize it costs the Chapter around \$3000 to produce and send the Bulletin to all members, and that the meeting notice printing and mailing costs are about \$2000, there is nothing left. Then what do we do about funding such things as the Membership Directory and the Jobline?

Normally the next response is, why doesn't the Association raise the Chapter allotment? Well, the Association is also operating on a tight budget. As recently reported at the Fall Board of Directors budget meeting the 1984 annual cost of maintaining a single SLA membership by the Association was \$84.32, or \$29.32 above the annual dues amount of \$55.00. You can see that, realistically, there is not much hope of an allotment increase until there is a dues increase.

So what do we do? The Executive Board has been conscientiously trying to keep costs down while at the same time looking for new sources of income. The Fund Raising Committee has been selling T-shirts (so buy some) and they organized the Santa Claus picture taking session at the Chapter Christmas party (which was delightful and brought in money). Efforts by the Board have been such things as restructuring the fee schedule for Education Committee workshops and Chapter meetings, where there will be surcharges for non-members and/or on-site registrations. In addition suggestions have been made for items such as charging for Jobline listings, minimal charges for consultation by the Chapter Consultation Committee, and cutting the number of Bulletins per year.

So where is the Chapter financially? It is sound, but not flush. Everyone involved with Chapter finances is re-examining priorities, particularly in

light of the recent Chapter member Needs Assessment Survey. The aim is to keep the Chapter the vibrant and successful professional group it always has been.

--Jack Leister

QUESTIONPERSON - SHARON M. HOTZ

Asked via telecommunications lines (no commercial favoritism here). No pictures until the industry adopts video phones.

QUESTION: Do you have any New Year's resolutions or goals either for the Chapter or for yourself professionally?

Ginette Polak, Continuing Education of the Bar: I would like to see the Chapter become more financially successful and become solvent this year.

Candace Ford, Krames Communications: I would like to make information services more "visible" in my company; I think this is a problem we all face professionally. I would also like to disseminate as much information as possible about the important topic of nuclear arms control.

Elyse Eisner, Contra Costa Times: My professional goal is to start automating my library this year.

Elaine Zacher, Raymond Kaiser Engineers: Get my SLA dues paid! I am also faced with the problem of figuring out how to deal with the latest cuts in my staff for the coming year.

Sharon Hotz, Harding Lawson Associates: One of my goals for the coming year is to better understand the information-seeking "habits," as well as needs, of the people I work with, to develop communication and services which will better meet users' needs.

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NOVEMBER PROGRAM DISCUSSES ON-LINE

After a delicious and entertainingly-prepared dinner at the Restaurant Nakamura, Judy Wanger of Cuadra Associates spoke about "On-line Information --Where We've Been and Where We're Going." Ms. Wanger has an extensive background in online searching and she reflected on changes during the last ten years and predicted some changes to come.

Ten years ago Ms. Wanger conducted a study sponsored by the National Science Foundation on online services. This study, "Impact of On-line Retrieval Services: A Survey of Users, 1974-75," found that one to ten online systems were available to searchers and one to thirty-four databases were available for searching through these systems. Today online searchers have a choice of between one to 2453 bibliographic and numeric databases available through one to 362 services. The majority of these services own, produce and distribute their product.

An informal survey of the audience found that the majority of us have

searched one to five years, many five to ten years, and a few more than ten years. The majority of us search one to five different online services; one person has access to twenty-nine, soon to be thirty, online services. In Ms. Wanger's study she found that most searchers thought multiple services could be confusing but that the problems were not insurmountable.

During the last ten years databases have changed in size and shape but the important criteria have remained the same, that is, cost/pricing structure is still important in choosing a particular system and quality of retrieval is still important in choosing a database. A recent survey of online searchers found that only 8% thought they did their best searching using free-text searching only; the majority favored controlled terms. When full-text databases were searched, half of the survey group used free-text only and half used free-text and assigned vocabulary. Ms. Wanger feels that we should be asking ourselves if full-text databases are a necessity or a luxury. She encouraged us to share our full-text searching problems with each other and the producers.

Ms. Wanger sees a move to a broader definition of online searching. Downloading is happening for a variety of reasons, primarily to edit searches, or to store searches and print locally at less cost. Often subfiles are downloaded and integrated into local information. Only a few admit to reselling the data.

In the future publishers will distribute packages of electronic information on floppy, or more likely, optical disks to be accessed on local equipment. Ms. Wanger sees online searching as coming full circle from remote to local access. This will generate questions about how to purchase material--in print form, in online databases, on floppy or optical disks or some combination; and, what hardware and software will be necessary to use the various products.

--Carol Coon

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CHAPTER NEWS

Librarians seem to be constantly on the move these days as evidenced by the large number of job changes and newly opened libraries.

Richard Geiger has left San Jose Mercury News and is now with Suzanne Caster

CHAPTER NEWS (Cont.)

at the San Francisco Chronicle. He is in charge of an automation project which will be offered to on-line subscribers in 1985. George Roncaglia is back at NASA-Ames after a stint at Mountain View Public Library. Donna Davidson, who was with T.Y. Lin and more recently Dun and Bradstreet, is now a research associate with Billington Fox and Ellis. The executive recruiting firm is at 44 Montgomery in San Francisco, telephone (415)788-1723. Nancy Kay Walton left American Microsystems to join National Semiconductor.

Jay Smith has left the Bank of America Reference Library to join the B of A Technology Library. Paula Spurlock is now in charge of the Brown and Caldwell Library. She was previously with their Eugene, Oregon Library. Bruce Hubbard left Brown and Caldwell to go to Denmark where he is working in a government agency.

Explaining the changes at Chevron Research is a major production. Mary Wawrzonek has been named manager of the Technical Information Center. Don Gholston has been appointed Literature Section Analyst, a staff position concerned with collection development and information liaison with the Chevron Research Laboratory staff. Jackie Desoer is now supervisor of the Technical Library and Connie Riley is supervisor Central Files. Debra Van Weingarden has left CRC's Patent Library and Joel Beale is replacing her. He was with the Chemical Information Center at Gulf Oil Products Company in Houston, Texas. Lastly, Peggy Burnett left Chevron Research to join Triton Biosciences Inc., a subsidiary of Shell Oil Company located at 1501 Harbor Bay Parkway, Alameda, 94501 -- telephone (415)769-5200.

Pam Jajko has left NASA for a position at El Camino Hospital. Anne Porter-Roth, last at Atari, is now the Director of Temporary and Permanent Placement at Advanced Information Management in Mountain View.

Diana Brown is a part-time on-line searcher at the University of Phoenix, San Jose office. Her latest book, The Hand of a Woman, tells of a nun who became a doctor and practiced in Memphis at the time of the yellow fever

epidemic. The undersigned does want to add that it was a joy to read and it came to an end much too quickly.

Marc Levin's (UC-Institute of Governmental Studies) article entitled "Access and dissemination issues concerning federal government information" was selected for inclusion in Library Lit. 14: The Best of 1983, published by Scarecrow Press. It appeared earlier in the April 1983 issue of Special Libraries.

Helen Suomela (Southern Pacific) and Paul Tyrrell were married on October 20th in Berkeley. Helen is using both names. Elena Herdman (Chevron Corp.) and Arthur Carpenter were married on November 23rd at the UC Faculty Club in Berkeley. Darlis Wood (Chevron Corp. - Litigation Support) and Sandy McCullough were married on December 8th in Berkeley. To all three couples congratulations and all best wishes!

Jennifer Futernick (McKinsey) and Bob are the parents of Sarah Beth who was born on October 25th. Lee Stocks (Bank of America Investment Management Company) and Steve welcomed second daughter, Carol Lee on December 30th. Congratulations to the parents.

--Marie Tilson

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Observations of a first-timer

The high gloss packaging of the brochure advertising the event was the first indication of the style that attendees could expect. The conference was exemplary in its organization. For three days, presentations on many different topics (including product presentations by vendors) ran simultaneously, divided neatly into 40 minute segments. In the opening introduction, Jean-Paul Emard, Vice-President of Online, Inc., promised the large crowd in attendance that all sessions would begin on time, and indeed they did.

The stylish packaging was also evident in the form of the "keynote address", delivered by Jack Simpson, President of Mead Data Central. The title of the address was "Information Megatrends", Mr. Simpson's Information Industry version of John Naisbitt's Megatrends. Following a somewhat tedious discussion of the history of "information management", we were treated to the ten Information Megatrends, handsomely presented on slides. Some of them are indeed thought-provoking. Here goes: 1. Information as a strategic weapon. 2. Ownership of information as the root of conflict between government and private enterprise. 3. Information is no longer free. 4. All high value information will be available in digital form. 5. A worldwide "Megalibrary" of electronic information is emerging. 6. There will be a single information appliance to access knowledge and entertainment (the "Megalibrary" and its "electronic books"). 7. New technology will reshape our concepts of privacy, security and intellectual property. 8. Exchange of information through shared networks will break down barriers of geography and culture. 9. A conflict over control of computers and information will occur between endusers and MIS (Management Information System) managers. 10. Information specialists are becoming a major force in helping endusers interface with the "Megalibrary".

After the general keynote session, the menu of possibilities offered in the three simultaneously running sessions was not only varied, but very topical. I was able to attend only two days of the con-



CHRISTMAS PARTY A SUCCESS

The San Francisco Bay Region Chapter's 1984 Christmas party was held on December 12 at the Sir Francis Drake hotel's Franciscan room. About 150 members and guests attended this event, which was notable for the spaciousness of the room, the non-stop musical entertainment, the guest appearance of a seasonal personage (Santa himself!), and the appealing variety and sufficient quantity of the food. Jensa Woo was the pianist, and graciously provided a beautiful selection of classical music while we munched, later turning to Christmas carols to accompany a spontaneous group of singers. Santa was available in an adjoining room for photographs, snapped by Joan Galvez, and this added entertainment was a great success. The food was arranged on an X-shaped table which allowed for good access to the hot and cold hors d'oeuvres, which included: dolmas, baron of beef, scallops, tiny quiches, baby spare ribs, open-faced lox sandwiches, vegetables and dip, and large platters of cheese. The hospitality committee outdid itself in this selection of a location for the Christmas party, which had the added bonus of being close to mid-town shopping for those of us who managed to squeeze in some quick gift-buying en route!

--Pat Rea

ference and at times had difficulty choosing which session to attend. Several of my choices which were in the "Database Comparisons" sessions turned out to be abysmally uninspired and uninspiring, whereas others were excellent. I wonder what the evaluation process is for potential speakers when they respond to the "Call for Papers". Are decisions made solely on the strength of an abstract? I am highlighting for myself the names of the good speakers in readiness for future conferences, and putting a big black round mark next to a few others. Next time I will make inquiries as possible about unknown-to-me persons who are scheduled to speak on interesting topics.

Patricia Dedert, Senior Research Chemist for Exxon Research & Engineering, presented an excellent segment entitled "Full text databases for chemical information: Do searchers need them?" The advent of the ACS Primary Journals database, as well as the availability of CAS Online has made the chemical information realm a particularly rich one in which to compare and contrase the use of bibliographic vs. full text databases.

Two of the strengths of full text databases the speaker highlighted were: the ability to look for experimental details or observations, when the phenomenon in question is not a key point of the article, and thus not indexed, and the ability to look for specific information in compound characterization studies, eg. spectra illustrations. An obvious strength is the fact that full text provided "document delivery on the spot"! The major drawback of full text seems to be the potential for "false drops" and the often tedious and expensive process needed to browse through all the "hits", looking for the target item.

The speaker felt that full text databases were appealing to endusers (or searchers!) who don't want to have to learn indexing practices or make use of formal thesauri. Endusers would approach a database with their own expertise in the terminology and be able to do much more extensive "free text" searching. Often endusers don't want an exhaustive search and are satisfied with the items

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they retrieve with the specific free text terms they have used. In a certain fashion, hard-to-index concepts might be more retrievable from a full text file which affords that much more room for free text searching.

Jeffrey Griffith from the Library of Congress Congressional Research Service gave a thought-provoking talk on "The impact of the enduser on the online professional". It might have been aptly subtitled "Or the impact of the enduser on the online vendors". Just as Ms. Dedert discussed the appeal of the new full text files for endusers, Mr. Griffith brought up the question of the potential change in emphasis in new online services, given the increase in number of endusers and in non-professional intermediaries. He felt that vendors would respond to the enduser needs by, for example, simplifying the pricing practices. He articulated a need for far better designs of systems to accomodate nonprofessional searchers.

One concern he voiced was the proliferation of the myth that "Searching is easy and anyone can do it" and the role of the information professional in maintaining

ONLINE '84 (Cont.)

standards and integrity of service. We need to reflect more on the ethical issues involved in this blurring of distinctions between technical and professional skills needed for information retrieval and the trust that the information professional bears of bringing Information (with a capital "I") to the user.

--Cristina Fowler
Public Health Library
UC Berkeley

Impressions of Exhibits

The fifth annual Online Conference came to the San Francisco Hilton Hotel at the end of October. Exhibitors and attendees alike expressed pleasure at being in the "City by the Bay".

Exhibits and product presentations repeatedly reinforced the theme that online research has gone beyond the search and print stage of the recent past. We are now in an era where more sophisticated analysis and manipulation of information is expected and becoming increasingly easier to perform.

Numbered among the exhibits which followed this theme was Menlo Corporation's product In-Search. In-Search software allows access to all of Dialog's 200 databases via the IBM PC, most PC compatibles as well as Texas Instruments' Personal Computer. This package provides for both simplified search techniques as well as manipulation of printed text. ISI demonstrated its SCI-MATE software which also provides for easier searching and offline processing capabilities. SCI-MATE is, however, limited in the databases it can work with.

Products shown which provide for data manipulation included Search Companion from Aaron/Smith Associates, Inc. Search Companion provides for editing of search results so that false hits can be eliminated and material rearranged to fit the desired format. Personal Bibliographic Software of Ann Arbor demonstrated its program which allows downloading and subsequent re-vamping of search results.

The Wednesday morning session on downloading included a presentation by Don Hawkins of AT&T Bell Labs. He des-

cribed the UNIX system which includes automatic calling and logon and direct transfer to a file using a dumb terminal. At this point searches can be reformatted before presentation to the end user.

Business Computer Network is a new service which, somewhat like Easynet, provides access to major database vendors without having to subscribe to each service separately. Signing on to the Network brings up a menu system leading the searcher into the database desired. BCN also provides simplified search procedures.

A couple of interesting new databases included Computer Advertising Reports which covers advertising data on computer software and hardware; the database is a Data Courier product. Trinet, Inc., created by the merger of Economic Information Systems (EIS) and Information Management Group (IMG) showed its new database which covers "U.S. Business Information." The database, a merger of Dialog Files 22 and 92, will simplify searching for manufacturing and non-manufacturing establishments since they will now be combined.

--Barry Champany
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CHAPTER RECOGNIZES PROFESSIONAL ACHIEVEMENT

As noted in the last Bulletin, we now have an opportunity - through the establishment of a San Francisco Bay Region Chapter Award for Professional Achievement - to recognize a colleague for outstanding contributions to the Chapter and to the profession. The award is intended as a symbolic way of honoring a Chapter member who achieves distinction in areas of professional concern and activity, with particular emphasis on local involvement and Chapter contributions.

Any Chapter member in good standing, active or retired, is eligible for nomination, and self-nominations will be accepted. The Award Selection Committee consists of three members, with the current Past-President automatically functioning as Chair. Current Executive Board members and Award Selection Committee members (Miriam Ciochon, Marc Levin, and Aileen Thompson) are automatically ineligible for nomination. The award itself (a plaque or citation) will be presented at the

last meeting of the chapter year.

The criteria for selection include the following: outstanding efforts on behalf of the Chapter, notable innovations on the job, participation in seminars or other teaching activities, contributions to professional literature, or other similar activities which benefit the Chapter or promote public recognition of the profession.

We all know colleagues who deserve recognition; here's a way to provide it.

To submit a nomination for the first award, please complete the nomination form below, and send it to the indicated address.

--Miriam Ciochon

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CORPORATE CULTURE IN SEATTLE

I recently had the great privilege of attending the Pacific Northwest SLA Chapter's 75th anniversary celebration. Held in Seattle on Friday, Sept. 28th, it featured an afternoon with Terry Deal, co-author of Corporate Cultures. The event was organized by Jeannette Privat, Manager of the Seafirst Bank Library, and generously underwritten by the Faxon Company.

Terry Deal's talk was fascinating. He defines corporate culture as "the way we do things around here" and looks at corporate life from an anthropological viewpoint. Most of the theory is in his book, but the stories he related are not. He believes that a strong culture is essential to productivity. If everyone working for a company understands and believes in its values, success will follow. For example, the culture of Anheuser Busch stresses quality. One day, August Busch III saw a delivery truck parked by the side of the road. He immediately stopped, leaped out of his car, ran over to the truck and forced the driver to move the truck into the shade so that the beer would stay cool. This story, and others like it, are told at all levels of the corporation, reinforcing the value of quality.

Looking at the corporation as if it were a tribal society, Terry Deal identifies the hero, who embodies the major aspects of the culture (Tom Watson of IBM or Edwin Land of Polaroid); the storyteller, who interprets the culture; the priests, who protect and worry about preserving the corporate values; the whisperers, who have the ear of the boss; the gossips, who know all the secrets; the spies, who bring information from many channels; and the cabal, which is two or more people secretly united for a common purpose.

Bringing corporate cultures closer to home, Terry Deal posed two questions directly to his librarian audience. The first was, "Can you tell me a good librarian story? One that will illustrate to me the nature of special librarians and where they fit in their culture?" The second was, "In a tribal

society, what would you have been?" Now I have to admit that these questions were first posed and thoroughly discussed over a rather lengthy, very good, and somewhat alcoholic dinner on Thursday night. The dinner group was composed of Terry Deal, two librarians, one ex-librarian and a sales manager. By Friday afternoon, Terry Deal had decided that special librarians function in the corporate culture as priests/priestesses. We are the protectors of culture, preserving and transmitting it to employees, and as such, have a great deal of influence within our companies. He also decided that special librarians as a group are a cabal, and referred to the cabalistic nature of professional associations such as ours.

I am not convinced that any of us came with a good librarian story for him. If anyone out there has one, I'd be happy to hear it and pass it along. We did pique his interest about librarians. In some ways, we taught him as much as we learned from him. Particularly interesting to me was the appearance of Miriam Drake's article on corporate culture in the latest Special Libraries, coming as it did right on the heels of Terry Deal's talk. Identifying the culture of our individual workplaces and trying to determine how our positions and personalities fit into the culture strikes me as a worthwhile exercise, one that will increase our effectiveness as librarians and information managers. According to Terry Deal, we are priests/priestesses and should make maximum use of our influence.

--Marydee Ojala



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PUBLICITY COMMITTEE TAKES ACTION

The Publicity Committee members for 1984/85 are Terry Dean (UC Berkeley, Institute for Governmental Studies), Suzanne Burwasser (Sohio Petroleum), and Bill Petru (Hewlett-Packard) as chair. This year, we have decided that our mission is to publicize our San Francisco Bay Region Chapter members to local non-SLA sources. We feel we have plenty to publicize.

At our first brainstorming session (over drinks, of course, in order to lubricate the brain cells), we ended up with a great list of projects and an excellent cornucopia of things to publicize about our members. However, we decided that discretion demanded that none of these should ever see the light of day. (Hint: Playboy/girl figured in one of our discussions).

Coming back down to earth, we did end up with several practical projects, and plans to brainstorm a couple of other good ideas as the year moves on. One action has already been taken: Carter B. Smith, well-known disc jockey on

KSFO (560 on your AM radio dial!) has been given one of our famous T-shirts, and will be pleased to feature it and SLA on January 22, 1985. BE SURE TO TUNE IN THAT DAY! Carter informs us that our T-shirt is number 2,598 in his world-renowned collection.

Another project is to appear on KQED during their pledge break in March on a Friday night from 7pm to midnight. The date is not set yet. Terry Dean is coordinating this event, and needs 15-20 volunteers. Please sign up with Terry as soon as possible. This should be an entertaining as well as worthwhile event for SLA members. If this works out as we plan, the committee would like to see this become an annual project for the chapter. Remember...volunteers should have T-shirts to wear during their appearance on television.

The San Andreas Chapter is working to appear on the KTEH pledge break, probably in the Spring.

The Publicity Committee welcomes your ideas on possible projects. We especially welcome information on any contacts you may have which could lead to positive publicity for the chapter. Please let us

PUBLICITY COMMITTEE (Cont.)

know about your activities which are newsworthy and will attract attention to our profession. One idea we want to pursue is the "Spotlight: Bay Area Personalities" column in the Sunday California Living section of the Chronicle/Examiner. We might be able to parlay special librarianship during National Library Week instead of just public libraries, which is usually the case.

Anyhow, you get the idea of what we are trying to accomplish. Please help us make special librarians known in the S.F. Bay Area!

--Bill Petru

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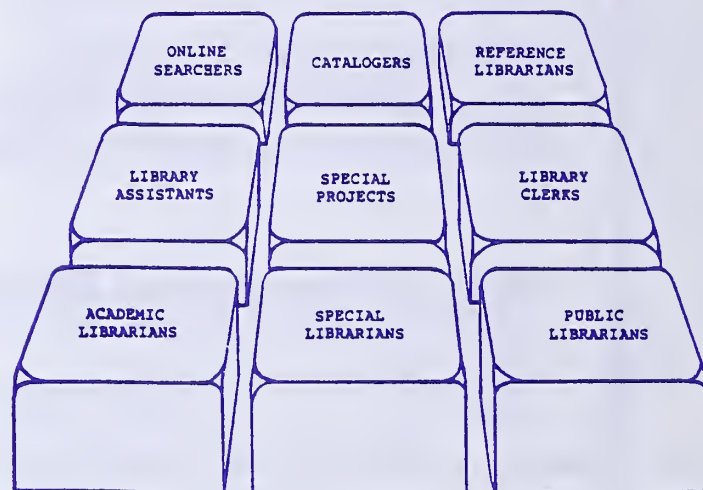
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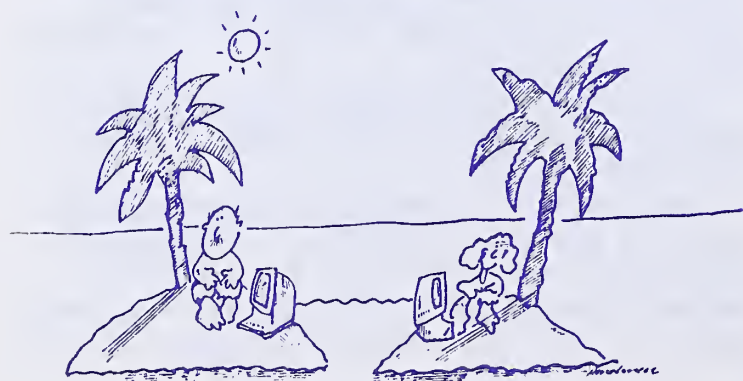
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WANTS: Janet McDonald at Systems Applications Inc. in San Rafael has need of the following issues of the Journal of the Air Pollution Control Association: 1983, vol. 33, #1; 1982, vol. 32, #1,2, 7-12; 1977, vol. 27, #5, 9; 1973, vol. 23, #8. If you can supply any of these issues call Janet at (415)472-4011.

OFFERS: Joan LaManna at McKesson Corp. is offering the following indexes: Business Periodicals Index July 1968-July 1982 and August 1983-April 1984; Agricultural Index January 1937-August 1964; Biological and Agricultural Index September 1964-July 1976. Joan may be reached at (415)828-1440, ext. 34.

Jean Sansobrinio at Kennedy/Jenks Engineers is offering ASTM (American Society for Testing and Materials) Standards volumes. Miscellaneous parts of the following years are available: 1961, 1964-1965, 1968-1973. If you need parts of any of those years contact Jean at (415) 362-6065 for details.

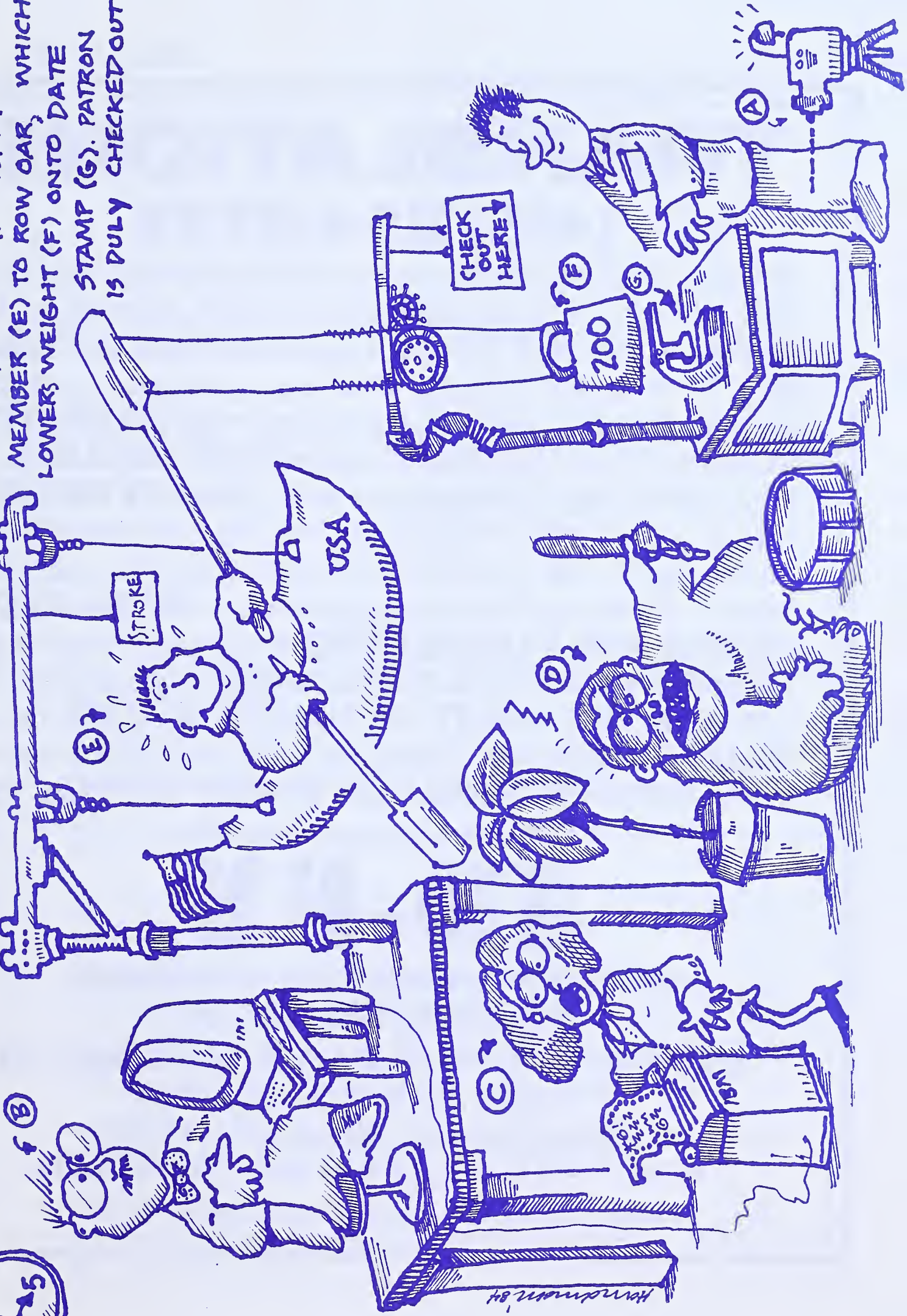
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NOTES OF INTEREST

Engineering Societies Library is offering subscriptions to its Select-ed Acquisitions List for \$25 per year (prepayment preferred). Monthly lists are approximately 7-8 pages in length. Publications are arranged alphabetically by main entry, and list publisher, date, and Dewey Decimal Classification number. Subscriptions can be ordered from Acquisitions Dept., Engineering Societies Library, 345 E. 47th St., New York, NY 10017. Sample issues are available from Sharon Hotz, (415)892-0821 x600.

The American Society for Information Science is issuing a call for papers to be presented at their annual meeting, October 20-25, at the MGM Grand Hotel in Las Vegas. Deadline for abstracts of 250-300 words is Jan. 31, 1985, with full papers due by April 15, 1985.

Areas of interest for the conference are: 1). Databases: Organization and Access; 2). Hardware/Technology; 3). Human Factors/Man-Machine Interface; 4). Distribution and Communications; 5). Information Services and Products; and 6). Management, Policy and Politics. Abstracts, with an indication of relevance to above themes, and biographical data, should be sent to Patricia H. Earnest, Technical Services Manager, Anaheim Public Library, 500 W. Broadway, Anaheim, CA 92805.

A course on indexing is being offered this spring through U.C. Berkeley Extension. The class meets in Berkeley for ten sessions (February 6 through April 10) and cost is \$150. The instructor is Bevanne Ross, a freelance indexer, and former president of the American Society of Indexers. For further information, contact the U.C. Berkeley Extension office, 642-4111.

--Sharon Hotz

CALENDAR

- 1-22 SLA, San Francisco Chapter. Chevron Research Co. Technical Library Tour. 6:00-7:30 pm. Call Inga Govaars, Crocker National Bank, (415)983-2111, for more information.
- 1-22 thru 24 Microspeak '85, San Francisco. Conference on setting up a cost-effective microcomputer communications system. Registration, \$695. Contact Stephen J. Schneider, Micro Communications, (415)397-1881.
- 1-23 ARMA Chapter meeting. Contact Hollis Hammond, (415)782-2572, for information.
- 1-24 SLA, San Francisco Chapter meeting. "Bring Your Colleague Night." For more information contact Nan Sand, Institute of Industrial Relations Library, Berkeley, (415)642-1705.
- 1-26 American Society of Indexers, Golden Gate Chapter, Mid-Winter meeting, Grovesnor Airport Inn. "Industry Needs Professional Indexers." Speakers from ARMA, ASI, Hewlett-Packard, and Marin Self Publishers will discuss trends in indexing, computer-aided indexing, artificial intelligence, self-publishing, and image indexing. For more information, contact David Bastin, Information Access Corp., (415)598-2079.
- 1-26 North-West Computer Swap Meet, San Mateo Fairgrounds. \$5 admission. For more information call (408)266-6768 or (408)978-SWAP.
- 2-1 SLA, San Francisco/San Andreas Chapters, all day workshop, "Taking a Closer Look: Measuring and Evaluating Information Services." Grovesnor Airport Inn. \$60 registration fee for members, \$75 nonmembers. For more information contact Wess-John Murdough, H.J. Degenkolb Assoc., (415)392-6952.

CALENDAR (Cont.)

- 2-13 SLA, San Francisco Chapter meeting. "The Art of Moving Your Library". For more information contact Annette Gaskin, Kaplan/McLaughlin/Diaz Technical Library (415)398-5191.
- 2-20 ARMA Chapter meeting. Contact Hollis Hammond, (415)782-2572, for info.
- 2-20 thru 22 Medical Library Group of Arizona, Calif. and Nevada, Joint meeting, Marriott Hotel, Tucson, AZ. Call (714)856-6652 or (619)725-1322 for info.
- 3-4 thru 6 SLA Middle Management Institute: Management Skills. Registration fee \$400. Call SLA, (212)477-9250 for more information.
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- 3-8 thru 10 SLA Middle Management Institute: Materials and Machines. Registration fee, \$400. Call SLA, (212)477-9250 for information.

ASIS Bay Area Chapter is planning meetings for mid-Feb. and mid-March. Contact Art Antony, Chevron Research, for information on meeting dates and locations.

Librarians for Nuclear Arms Control (LNAC) meets monthly, and sponsors special events. For meeting dates and locations, or a sample issue of the newsletter, call Candace Ford, Krames Communications, (415)994-8800 x258, or Joan Galvez, Alameda Co. Business Library, (415)874-5178.

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PRESIDENT'S COLUMN

Chapter President-elect, Angie Brunton, and I represented the Chapter at the Winter Meeting of the Association in Philadelphia from January 29 through February 1. Despite my unreasonably high expectations based on last year's Winter Meeting I'm pleased to report I wasn't disappointed. The conference was productive, the setting a delight and the players fine, dedicated and dynamic.

Philadelphia is a grand and friendly city; I was so impressed I've had to add it to my list of five cities in which I'd consider living. Mixed in with the stunning architecture, both historic and contemporary, are some wonderfully whimsical sculptures including a gigantic clothespin by Claes Oldenburg and Robert Indiana's "Love". Our history is everywhere and seems awesomely real. Yes, I too, had to touch the Liberty Bell. The Philadelphia Chapter provided a warm welcome, lots of useful information and even arranged for a beautiful snow storm one morning to delight Californians. Now, that's hospitality!

This year's conference was far more productive than last year's. In Colorado Springs many issues were considered and discussed but little was resolved. This year some major decisions were made. The Chapter and Division Cabinets vociferously represented their constituencies' wishes. The Board of Directors listened and responded. The Board voted to reinstate the production and distribution of an SLA membership directory as a regular membership service beginning with 1985. The Association will pay for the directory with an across-the-board reduction of 2-3% in the Association's operating budget.

A dues increase proposal was approved by the Board and will be submitted to the Association membership for a vote at the Annual Business Meeting in June 1985 in Winnipeg. This action was necessitated first because membership services presently cost the Association \$29.32/member more than the annual dues and secondly because a five year forecast shows large deficits accumulating in the future. The proposed increases are: \$20 for members to \$75; \$5 for retired members to \$15; \$3 for student

members to \$15; \$50 for sustaining members to \$300; and that fees for extra chapters or divisions be increased by 75¢ to \$9. Although the Board didn't take formal action on the matter the joint Chapter and Division Cabinets passed a motion requesting comparable percentage increases in chapter and division allotments, if the dues increase is approved.

Following four years of unsuccessful searching for an affordable building to purchase in New York for a new home for the Association, the Board voted to extend the search to Washington DC where real estate is cheaper. This action may have evoked the largest cheer from the Cabinets at the conference. (Since the Winter Meeting the Association has found suitable property at 1700 18th St. NW, Washington and is formally negotiating acquisition).

Additionally the Board established a Retired Members Roundtable, an informal unit to provide opportunities for retired members to remain active and be available to serve in resource capacities. The Association also distributed 3 publications to chapter and divisions; they are a Legal and Tax Primer, How to Be a Fund Raiser and the Government Relations Handbook. The two manuals are looseleaf and are designed for expansion.

For me the most useful part of the conference was the opportunity to meet and exchange ideas with my counterparts from other chapters around the country. During the Chapter Officer Leadership Training (COLT), chapter presidents had an opportunity to meet in small groups and discuss specific topics.

The week was also an ego booster. I continually received praise from other chapter, division and Association officers regarding our Bulletin. During a report to the Board of Directors on chapter activities by the Chapter Cabinet Chair-Elect, Emily Mobley, our chapter was twice cited: the publicity garnered on KSFO by sending d.j. Carter B. Smith a t-shirt was noted as was our staffing the phones at KQED during a pledge night.

All in all the conference was a great success. I left highly energized, if a little sad knowing this was my last Winter Meeting representing our fine chapter.

--David Lewallen

EDITOR'S COLUMN

Well, I've got some good news and some bad news, as the cliché goes. Gary Handman, the talented and creative bulletin cartoonist for the last several years, has been receiving laudits both locally and nationally for his brilliant and ingenious portrayals of library life. And now, at last, the praise is turning into dollars; Gary has received two contract offers for his work. The first, from the Special Libraries Association, is for a series of cartoons entitled "Bibliographics" which will run in the next four quarterly issues of Special Libraries. The American Library Association has also contacted Gary and wants his work on an ongoing basis for American Libraries. Our heartfelt congratulations to Gary! This recognition is well deserved, if overdue.

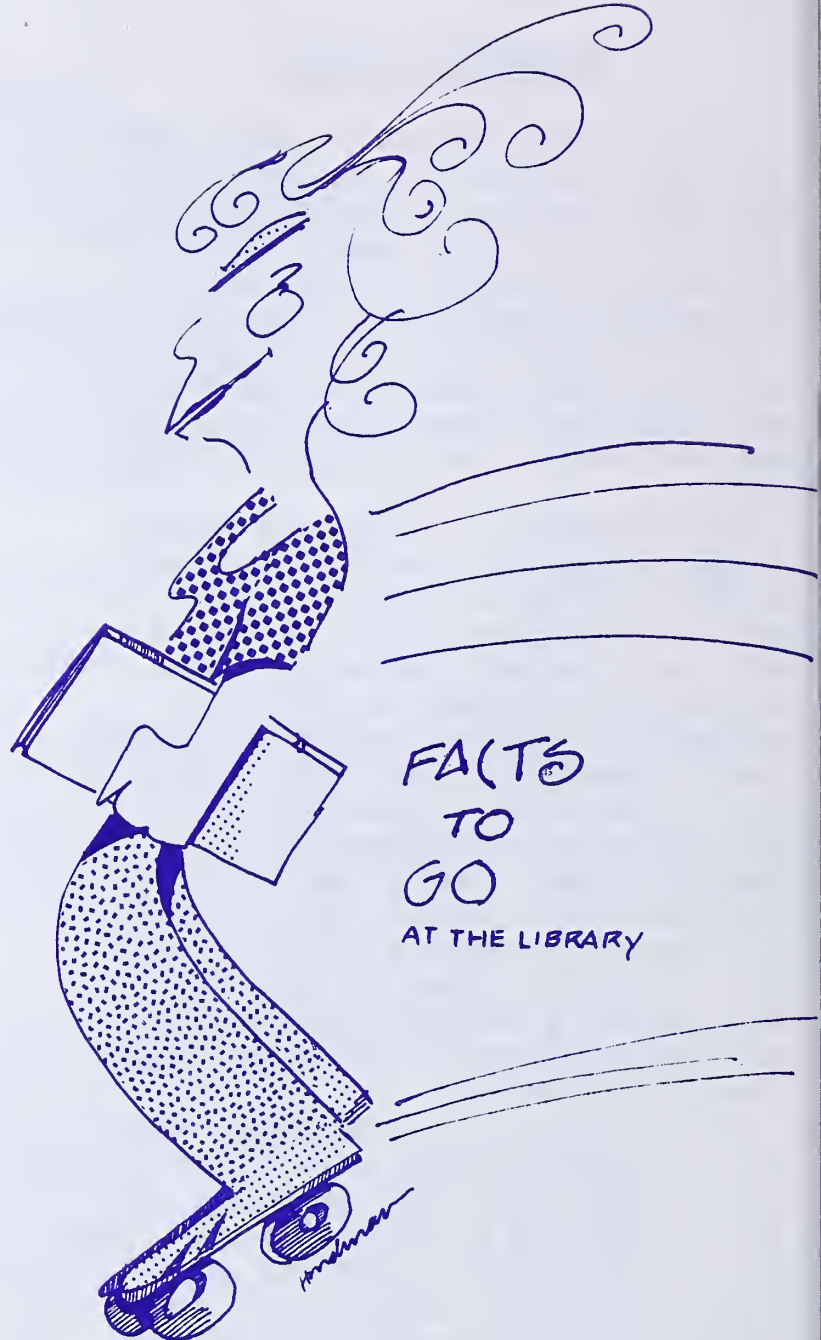
Of course the bad news is that with all this work Gary will no longer be submitting cartoons for our Bulletin. Even creative genius has its limits and our pay is hardly competitive. This is the last Bulletin that will carry new work by Gary. In the next issue, my final one as editor, I'll include a special tribute to Gary's talent featuring a collection of some of Gary's finest cartoons from past Bulletins.

If there are any closet cartoonists in the Chapter, the Bulletin needs your talent. I'll pass on your name to my successor if you contact me. Consider the possibilities of what the opportunity could lead to. Can the New Yorker be far behind Special Libraries and American Libraries in seeking Gary's talent? Just remember you read him here first and that Chapter t-shirt with the Handman cartoon may one day be a collector's item.

--Maureen G. Madsen

ELECTIONS COMMITTEE APPOINTED

Harry Allen, Manager of the Pacific Bell Corporate Information Center has been appointed Chair of the Elections Committee. Chapter President Lewallen's appointments of Allen and the Committee members were approved by the Executive Board at their meeting January 17. According to Chapter by-laws the Chair of the Nominating Committee, this year



Virginia Veit, and the Chapter Secretary, Camille Wanat also serve on the Committee. One additional member is required on the Committee and Phyllis Waggoner has agreed to serve and been confirmed.

The Committee's responsibility is conducting the election of Chapter officers, including counting and tabulating ballots and reporting the results to the membership. The Committee plans to complete its work in early April and report the results at the April 18 Chapter meeting.

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NETWORKING CONFERENCE PLANS INCLUDE SPECIAL LIBRARIANS

The California State Library has awarded a \$107,000 LSCA grant for the planning and convening of a California Conference on Networking (to be held in late September 1985).

The proposal stresses participation by all segments of the California library community both at the conference and during the planning stages. Through membership on the Conference Planning Committee (which had its first meeting January 22), each of the major statewide professional organizations, agencies, and institutions is represented and shares responsibility for developing and staging the conference.

The proposal was submitted by BANCC (Bay Area Networks Coordinating Council, a regional libraries forum in the San Francisco Bay Area), but was developed with the active assistance of individuals and organizations throughout the state during a four-month period. BANCC actually submitted the grant proposal on behalf of the entire California library community.

With the funding go-ahead, the Confer-

ence Planning Committee takes over from BANCC. The 15-member committee began immediately to assign tasks, hire a conference coordinator, consider speakers and topics, and choose a conference site.

The conference will be held at the Kellogg Center in Pomona. Attendance will be limited to 100 participants. Although many will be selected on the basis of their participation in their particular library associations, a number of spots will be reserved for interested people who can apply for a place at the conference. Criteria for selection, and details concerning application, have not been finalized.

Dian Gillmar is representing the interests of special libraries, special librarians and the five SLA chapters in the state. Dian, like all the members of the Conference Planning Committee, has indicated a willingness to serve as a contact and source of information for colleagues. Dian can be reached at the Metropolitan Transportation Commission Library, 101 8th St. Oakland, 94607, (415)464-7833.



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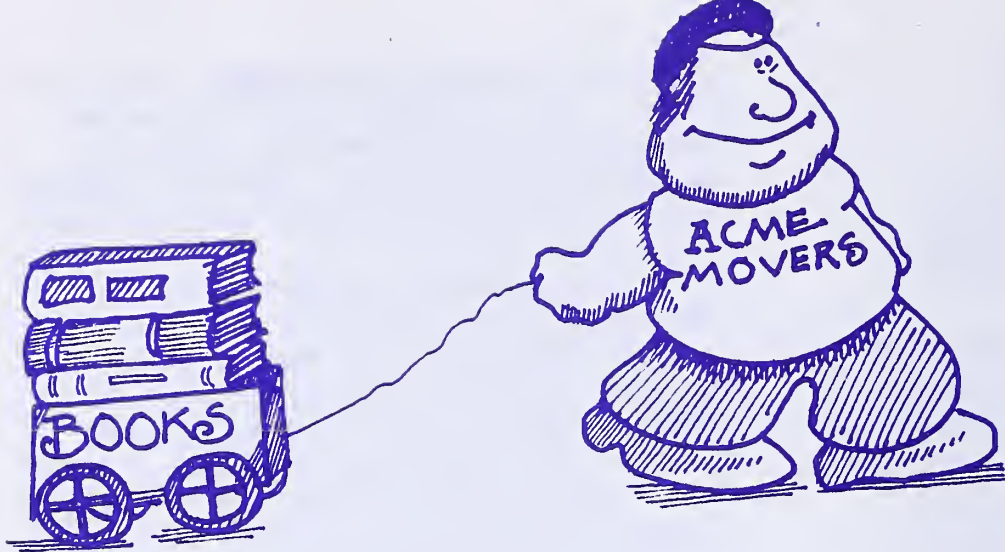
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IS THERE AN ART TO MOVING LIBRARIES?

Addressing this question at the Shattuck Hotel February dinner meeting was a three-speaker panel, composed of Lynn Green of Pillsbury, Madison & Sutro, Marylou Pierce Fox of Arthur Anderson & Co., and Anne Harrigan, formerly with Woodward-Clyde Consultants.

Lynn Green, who plans to move her library between floors in the same building later this year, focused on the preparatory steps prior to arriving at detailed blueprints. In order to convince management that her library needed a larger space, Lynn conducted a user survey, a comparable firm study, an analysis of library use statistics, and prepared a 5-10 year growth plan. With management convinced, a cost comparison study was done to select the best of two possible sites. The decision to hold an architectural competition among four local firms necessitated the preparation of detailed descriptions of both the current and expanded space and library activities. The criteria used for selecting the winning architecture firm included responsiveness of design to desired specifications, cost, personalities of the people assigned to the project, and knowledge of the San Francisco Building Code requirements.

Marylou Pierce Fox, having moved both the Oakland branch and the San Francisco main libraries of Arthur Anderson & Co., had the following advice to offer about working toward the final design blueprints and getting through the construction phase. Make sure you have a detailed plan of the existing space and everything in it, including phone jacks and electrical outlets. Ask for more than you need,

so that you may end up with what you need. Visit the site during construction frequently to check on progress and on the specifics of the design. Weed the collection before moving. If you are using movers, select them, and find out what they will and will not do. Outline a moving schedule and select a moving date. Make arrangements for moving phones and computers, and send out

change of address notices. Have a backup plan, in case of last minute disasters.

The final phase, that of moving the library, was covered by Anne Harrigan, who moved Woodward-Clyde Consultants, first between buildings in San Francisco, and later from San Francisco to Walnut Creek. She advocated numbering the existing book shelves, the new ones, and the book trucks being used to transport the books, as well as having copies of maps showing the numbering scheme attached to both the old and new stacks and distributed to all the staff and movers involved. If it isn't possible to move before your users move, it is advantageous to find out who else will be moving at the same time as you are, so that you can coordinate unloading trucks, and the use of ramps, elevators, and crews. Especially when your new site is some distance away, it is important to make sure that it is ready for occupancy before you arrive with your movers.

Yes, there is an art to moving libraries, but it takes a lot of planning and hard work; and advice from those who've been through it can be very helpful!

--Kristi Wessenberg

CHEVRON RESEARCH COMPANY'S LIBRARY TOURED

On Jan. 22, 1985, 26 SLA members were treated to a view into the world of corporate research libraries. The tour began with an overview of the Technical Information Center at Chev-

CHEVRON! TOUR (Cont.)

ron Research Company (CRC) in Richmond. The attendees learned about the types of services offered to the researchers at CRC. Following the introductory remarks, a fast paced, round-robin tour of four different stations in the library showcased the available programs for cataloging, public access, serials, and acquisitions. Demonstrations were given at each station to show how the integrated library system functioned. An additional demonstration was given showing an actual substructure search, a vital part of the services offered to chemists by the Technical Information Center (TIC).

TIC consists of two units. Central Files is responsible for collecting, indexing, storing and retrieving incoming and outgoing correspondence, and internally produced technical reports. The TIC Library acquires and processes externally published materials in support of the Company's research and technical service programs. The Library is also responsible for the management of laboratory notebooks and the storage of primary data records.

The Library was established around 1920 and has been in continuous operation since then, albeit in different locations and formats. The collection consists of approximately 30,000 books and bound journals and some 25,000 unbound journals, pamphlets and government reports. The Library currently subscribes to about 1800 serial titles. A strong interest in international patents is supported by the patent collection containing approximately 3 million patents on microfilm and about 40,000 patents in hard copy.

The TIC Library provides basic services common to most libraries. Materials are selected, ordered, cataloged, and circulated; items are also ordered at the request of individual researchers at CRC. Another service supplied by the Library is the routing of journals to the CRC personnel. To supply materials not available in the Library, interlibrary borrowing is utilized. Full reference services, including literature and patent searching, are provided by the TIC staff.

TIC is managed by a person with a library background, and the Technical Library staff consists of 7 information analysts and 7 clerks. The TIC staff also includes a translator. The staff in Central Files includes an information analyst, a files specialist, and 9 clerks.

TIC is fortunate to have an integrated system utilizing two minicomputers, maintained by a combination of equipment configured in a local area network (LAN). Two Datapoint file processors control two drives each, for a total of 240MB of disk storage. An additional file processor controls two more drives with 10MB storage each. Four applications processors act as interfaces between the file processors and 26 terminals. Coax links the processors together, and twisted pair cables attach the processors to the terminals. Wires, wires, everywhere!

Four major pieces of software allow the TIC Library to function in an integrated manner. The acquisitions program was developed in-house, and was first used in 1982. Next, cataloging and inquiry modules were purchased from Sydney Development Corp., in Vancouver, Canada. The "home grown" acquisitions module was integrated with the two Sydney modules and automated cataloging was in full swing by the first part of 1983. A



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circulation module was added in the Spring of 1984, and any item in the TIC Online Catalog can be checked out to anyone wishing to borrow materials from the Library. Plans are to switch to Sydney's module for acquisitions in the early part of 1985. As of the start of 1985, approximately 16,000 titles were available in the automated catalog.

In addition, the Library system has a program that allows for tracking of payment data for journal subscriptions. A separate MARK IV database is maintained on the mainframe for the production of a holdings list.

Microcomputers have recently been added to the hardware collection in the Library. Two IBM-PC's are used for searching the commercial databases, and are also used for accessing the timesharing mainframe computer that is available through the corporate Computer Service Department. A Hewlett-Packard intelligent terminal with a graphics capability provides for substructure chemical searching of the CAS Online files.

The Central Files system has been automated since 1978. Software was written in-house for the input and retrieval of information about the documents maintained in Central Files. Documents can be retrieved by accession number, subject file number, author, date range, company department, title word or words, and organization. An interface to the company's mainframe computer using a 2400 baud modem, allows the maintenance of a MARK IV database that produces reports and transaction logs.

TIC has a truly integrated system, with all the programs available at each of the terminals in either the Library or Central Files. As data is entered into the system, it is immediately searchable on any terminal within the system.

Speciality programs round out the software picture at TIC. They provide a powerful word processing package and a spreadsheet capability. Word processing has been particularly useful in writing procedure manuals for all of the functions that have been automated in the Library and Central Files. Another useful package is one that provides an asynchronous communications capability. This feature gives dial-up access

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to all the databases available on Tele-net, Tymnet, and Dialnet. This utility is very useful in searching RLIN and storing the retrieval for conversion into TIC's Online Catalog. An interface program was purchased from Sydney for this purpose.

--Jackie Desoer
Connie Riley

CHAPTER MEMBERS STAFF PHONES FOR KQED

What were those Chapter members in database daredevil T-shirts doing on my TV?

If you happened to be watching your favorite channel 9 Friday night, March 15th it's likely you espied 20 chapter members colorfully clad in their SLA T-shirts staffing the phones for KQED's annual pledge drive.

The event was coordinated by the Chapter's Publicity Committee as one of their projects to make our chapter and Special Libraries Association more visible to the general public.

Even though the hours were long, members worked from 6:45 pm to 1:00 am,

KQED (Cont.)

all agreed it was an enjoyable and rewarding experience and most likely the only chance any of us would ever have to be television personalities.

PATHS TO POWER

The San Andreas, San Francisco Bay Region Chapters' Joint Education Committee proudly announces their second continuing education program for 1985. Titled "Paths to Power: Personal and Professional Growth" the all day seminar will be held on April 26th at the Meridien Hotel in San Francisco.

The program will cover topics in the area of risk management, organizational politics, and change theory. Internationally known management consultant and author, Dr. Natasha Josefowitz, will be the key-note speaker for the event. Many of you may remember Dr. Josefowitz's dynamic presentation at the annual SLA conference in New Orleans, two years ago. Now is your opportunity to hear her speak again.

Please be sure to mark your calendars and plan to register early!! Registration fee will be \$60 for members, \$75 for non-members and lunch will be included. For more information contact Pamela Jajko, El Camino Hospital, (415) 940-7000 x7560.

DUPLICATE EXCHANGE

OFFERS: The Kaiser Aluminum & Chemical Corp. is offering a large collection of AIEE and IEEE transactions. They have AIEE Transactions 1937-1962 (missing 19-46-49) Power Apparatus, Communications & Electronics, and Applications & Industry. Also IEEE Transactions 1963-1984 Power Apparatus and 1963-1979 Industry Applications. They want to give away the entire collection as a set. If you are interested contact Mr. F.V. Kellogg at (415)271-5781.

--Joan Galvez



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CHAPTER MEMBERS TAKE A CLOSER LOOK

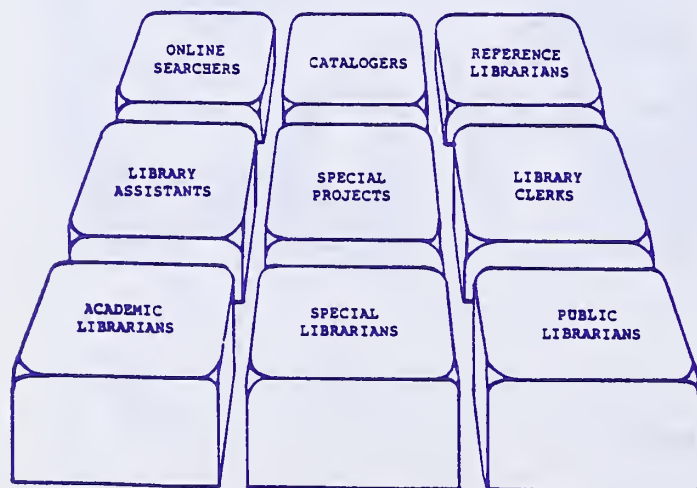
Taking a Closer Look: Measuring and Evaluating Information Services, was the topic of the latest joint San Andreas and San Francisco Bay Chapters Education Committee program, held February 1st at the Grosvenor Airport Inn. Its purpose was to assist information professionals in appraising and justifying their operations.

The lead speaker, Suzanne Burwasser of Sohio Petroleum Company, addressed the problem of defining an organization's informational needs. Among points to be considered are the type of industry, style of bureaucracy, user characteristics, and supervising management. She stressed the importance of analyzing, not just gathering data. The follow-up to assessing the organization's information requirements should be frequent contact with one's management, on both a regular and an episodic basis. The baseline for measuring an information service's effectivity is its relevance to the organization and its goals.

The selection of appropriate questionnaires and surveys for measuring infor-

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mation services was discussed by Justine Roberts of the University of California at San Francisco. Many examples of well-designed and less useful questionnaires were presented. The importance of pre-testing the survey with a variety of different types of respondents - especially with non-librarians - was stressed. Writing a hypothetical report with an analysis of the data before conducting the survey can prove helpful too. It is also desirable to design the survey to allow machine tabulation of data. Some words of political caution were mentioned: asking users to rank the usefulness of different services may show that reference services and book purchases are less important to users than longer opening hours.

The final morning speaker was Pacific Information's Kenneth Plate whose subject was cost analysis and justification. He stressed the importance of knowing how much you charge for information products and being competitively priced. Sample formulas for justifying information services such as journal and book purchases and reference services were presented. As in Ms. Burwasser's talk, the usefulness of frequent reporting to management was emphasized. Dollar figures and the graphical display of data, which can be produced by many software packages, are particularly recommended.

Marge Boyd of Intel reported on the Intel Technical Information Center's task analysis project whose aim is to measure productivity in order to produce management indicators. This is part of a company-wide effort to reduce administrative labor costs and improve productivity. Three primary steps used by the TIC are process definition, frequency analysis, and timing analysis. Marge indicated that results, when the project is completed, will be published or otherwise made available to the information services industry. One audience member noted that Intel's definitions and analyses could well be turned into an industry standard.

Ways of presenting information statistics for management were described by the day's last speaker, Beth Westfall of the Federal Home Loan Bank. The distillation of a few key concepts - presented in the language used by your management and in terms of its goals - was advised. Neces-

CLOSER LOOK (Cont.)

sary to a successful presentation are public speaking skills, sales and negotiating techniques, and graphical presentation of information.

The one hundred attendees had many questions for the speakers, and lively discussions ensued following each talk and during lunch. This attendee at least found this workshop both enlightening and stimulating. Information managers at all levels appeared to find the program challenging and useful as the five speakers provided both conceptual overviews and detailed means to assist in the analysis and justification of information services and their costs.

--Maia Pindar

TRANSLATION SERVICES

One of the problems facing the special librarian at times is that of obtaining translation of non-English documents. There are numerous sources for tracking down literature which has been translated by publishers, societies, and agencies, as well as centers for the collection of translated reports. These sources, however, are of no use in obtaining translations of recently published foreign literature, or of documents not translated by another agency. The librarian must then obtain an ad hoc translation, done either by someone in the firm with the appropriate language and technical skills, or by a translation service. Since few firms can afford the cost of in-house translators, most companies prefer to use translation services when needed.

If you, the librarian, are asked to obtain a translation, the chances are good that you will be the person who selects the firm, deals with them, and is in part responsible for the quality of the product. Your evaluation of a company's services may be the only one made by your firm, until the finished product is delivered.

Many of the points to consider in comparing services are the same as those for any other outside service you use: costs, speed, ability to meet deadlines, and ease of use. A few criteria are more specific to translation agencies:

1. What procedures does the company

have for ensuring the quality of the finished translation, both from a technical and language viewpoint?

2. What means does the company use to keep up with new technical terms in other languages? This is a considerable problem, since dictionaries cannot hope to be current, even when first printed.

3. How extensive are their resources, particularly for less common languages and highly specialized subject fields?

In addition to talking with agencies about their ability to meet your needs, a recommendation from another librarian who has used the service would probably be very helpful.

The Bay Area has a number of translating services from which to choose, judging from a look through the yellow pages. Many of them are obviously small agencies, and a number deal only with a few languages. Still others seem to serve more as interpreters than as translators of technical documents. The largest agencies handle a great variety of languages, subjects, and services.

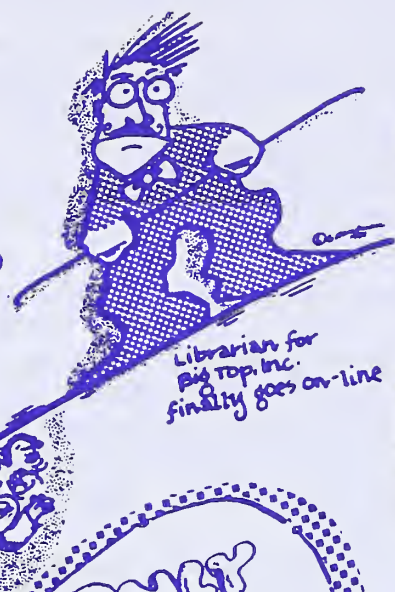
The large translating services generally cover 50 to 75 languages. Their business includes translations from English into other languages (usually for advertising, promotion, and legal material), typesetting and pasteup, graphics, and worldwide delivery. Some offer services such as subtitles, dubbing, and voice characterizations.

I spoke with representatives from four agencies in the Bay Area (a fifth "didn't have time to answer my questions"). They were Robert Addis, Director of Industrial Contracts, AD-EX, Menlo Park (an SLA advertiser); Raphael Baron, Office Manager, Polyglot, San Francisco (another SLA advertiser); Mr. Rouchdi, Regional Manager, IBTI, San Francisco; and Paul Betta, Int. Translations Center, San Francisco.

All four men said their services handled all major languages. All agreed that the translating field is very competitive.

Pricing is done according to the volume of the text, and rates are usually per 100 words. The rate for an article depends on the language and the difficulty of the subject material. None of the men wanted to give an average price for a journal article, because there are too many variables. However, the rates seem to average \$8 to \$16 per 100 words of

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TRANSLATION SERVICES (Cont.)

text. Each firm does give a price estimate for a particular job before the work is started.

All four managers also said it would be difficult to give an average turnaround time for a journal article because of the number of variables. Rough guesses ranged from 3 to 10 working days, but each respondent emphasized that time needed is agreed upon at the time the job is received.

I asked each manager if he could categorize the users of their service for me. Mr. Addis (AD-EX) indicated that their customers were both technical and business oriented; he also said that the majority of their requests for documents translated into English were from librarians. Mr. Baron (Polyglot) said that their users were primarily technical, and that they did a lot of patent and trademark work. Mr. Rouchdi (IBTI) said that they dealt mostly with technical people and law librarians. Mr. Betta (ITC) said their clients were primarily in business areas.

Another question asked of each manager was the extent to which they used contract, or freelance, translators. Mr. Addis stated that AD-EX uses contract translators for all their work, because they feel that the best translators available prefer to work as contractors rather than part of an in-house staff. Mr. Baron said in-house translators do most of the French, Russian, German and Japanese work at Polyglot, and other languages are usually done by freelancers. Mr. Rouchdi indicated that IBTI has an in-house staff of 45 translators, and uses freelancers when needed to supplement them. Mr. Betta (ITC) said that they have a staff of three full-time translators, and use freelancers for the rest of the work.

All of the managers said they handle the quality control by having at least one person other than the original translator review each job before it is put in final form. The review covers both language and technical aspects of the translation. Mr. Addis also said that translations into English are done only by native speakers of the original language, and are reviewed by native English speakers; he further indicated that all translators are given tests to de-

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termine their subject qualifications before they can do work in a subject field for AD-EX.

I asked each man how their firm kept up with the changing technical vocabularies for various languages. Mr. Addis stated that AD-EX has a reference library of about 3000 volumes of subject/language dictionaries; they also subscribe to technical journals in every field. Mr. Baron replied that they buy new dictionaries and subscribe to vocabulary "update" publications. Mr. Rouchdi said they are kept informed by their home office in Switzerland, which tracks changes in technical information. Mr. Betta said that they make use of in-house dictionaries.

I also asked each manager if they did "rough" translations of documents. Mr. Addis and Mr. Baron both said they prefer not to do them, because it is difficult to accurately translate out of context. Mr. Rouchdi and Mr. Betta both said their firms will do rough translations.

All the men I spoke with indicated that they try to work closely with their clients to meet their needs.

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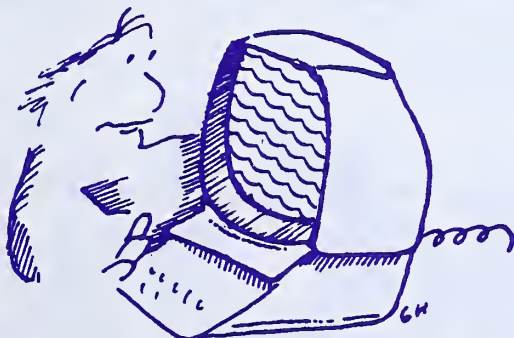
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If any of you librarians have had experience dealing with these agencies or other services which you would like to share with the rest of the membership, I would be happy to present your comments in the next issue.

--Sharon Hotz

ATTENTION IBM PC USERS

Are you currently using IBM PC's in your library? Would you like to meet with other librarians who are too? We could discuss library applications, software, networking, downloading, and other relevant topics. If you are interested, please call Ann Benson, at SRI International, (415)859-5506. When you call, please state what day of the week you could attend, and whether at lunch, during work, or after work. Please call by May 31. We'd like to locate IBM PC users only, please.



MTC/ABAG LIBRARY TOUR

A capacity crowd of 30 met on February 19 at the Metrocenter Building in Oakland for a wine, cheese and fruit buffet, and a tour of the new home of the Metropolitan Transportation Commission/Association of Bay Area Governments Library. Dian Gillmar introduced one of the library's big supporters, Bill Hein, Deputy Director of MTC, who greeted us warmly.

Dian briefly explained the history and funding of the MTC Library. She explained the merger of the ABAG collection with that of MTC, and that ABAG currently contributes a portion of the space costs, but no staff.

James Robin, another librarian at MTC, gave a demonstration of their on-line cataloging system. The system they use, 10 Base, was adapted by them for use on a microcomputer. He advised anyone thinking of incorporating a microcomputer for use as an online catalog to adopt one that has already been programmed specifically for library needs. Working the bugs out yourself, he said, is an incredibly long process. He demonstrated the search capabilities of the system, and explained how they enter subject headings in the catalog.

We then had the opportunity to browse through the collection, looking at census data, environmental impact reports and general plans for Bay Area communities, journals, and government reports. Dian mentioned that the library deals primarily with the demographic, economic, and urban planning issues of transportation, and has very little on engineering of systems. We also got a look at the beginnings of the "archival collection," one of those projects that you "work on when you can."

Dian said she welcomed requests and referrals from other libraries, and encouraged all of us to take advantage of the materials they have available.

--Sharon Hotz

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SLATE OF OFFICERS ANNOUNCED

The slate of officers for the 1985-86 year was announced by Virginia Veit, Chair of the Nominating Committee, at the January dinner meeting.

The nominees are:

President-Elect - Mary Wawrzonek,
(Chevron Research)

Director - Terry Dean (UCB, Institute of Govt. Studies)
Inga Govaars (Crocker National Bank)

Treasurer - Marie Tilson (Chevron Corp.)
Larry White (Chevron Research)

The ballots will be mailed the week of March 11. Please watch your mail for them, they must be returned by April 5 in order for your vote to count.

PROFESSIONAL READING

Considering a job change? Or just interested in finding out what some of those job alternatives might be like? Then treat yourself to a copy of New Options For Librarians: Finding a Job in a Related Field, edited by Betty-Carol Sellen and Dimity Berkner (Neal Schumann, 1984). This is a well-written overview of the nonlibrary job market, offering practical advice specific to librarians.

Most of the articles are written by people with formal library training, many of whom once worked in traditional library settings. The first six chapters deal with the considerations involved in changing career direction: a survey of career alternatives, evaluating skills, networking, marketing skills, the employer's perspective, and becoming your own boss. This is probably the most realistic and concise discussion of these issues that I have read.

The remaining chapters discuss a variety of different work settings. These include contract service companies, information brokers, information research and design firms, information management opportunities, networks, sales to libraries, publishing, book and serial vendors, abstracting and indexing opportunities, association work, public relations work,

and opportunities in the communications and media field. Each author discusses the general working conditions, pros and cons, in very realistic terms. Authors usually mention the library traditional library skills which are most useful, as well as other skills which the aspiring employee must expect to demonstrate. Many of the writers are frank about attitudes which a librarian seeking employment in a related field should expect to overcome.

Last, but not least, is a bibliography of references. Most of the works cited, however, are much more general, and will not be nearly as helpful to the librarian looking for a change as this book is. I highly recommend it.

--Sharon Hotz



NEW POSTER HIGHLIGHTS ROLE OF SPECIAL LIBRARIES

A new three-color poster offered by the Special Libraries Association features the message, "Enhance your Professional proficiency -- use your special library."

Designed to draw attention to the role of information centers and special libraries, the poster serves as a reminder that library use is a means to increase professional skills and standing.

The graphic design created by Chris Bigelow displays a dynamic logo in grey and pastel colors. The poster is suitable for framing and would be appropriate in a corporate or government setting as well as the halls or bulletin boards of colleges and universities, community service areas, businesses and meeting rooms. It measures 17½ inches by 23 inches.

The new poster is available from the Order Department, Special Libraries Association, 235 Park Avenue South, New York, NY 10003. Cost is \$6.00 prepaid. Make check out to Special Libraries Association.

SPECIAL LIBRARIES ASSOCIATION ANNOUNCES AN IMPORTANT NEW BOOK

The Special Libraries Association has just published Private File Creation/Database Construction: A Proceeding With Five Case Studies, Marjorie M.K. Hlava, ed. (January 1985/120p./ISBN 0-87111-312-0/\$15.00), a practical guide to the design, creation and maintenance of online bibliographic databases. This volume grew out of workshops on private files sponsored annually by the Information Technology Division of the Special Libraries Association and was developed by Marjorie Hlava and David Grossman of Marquis Who's Who.

While the need to automate files is obvious - that is, speeding retrieval of documents or document citations - the actual process of building a database is still a "mysterious endeavor" to most. This book acts as a primer for those starting out. It explains how to decide and what to do in readily understandable language.

After introductory chapters on the decision-making process, the book points to a rich variety of solutions found in five different libraries. Case histories are used to convey the information.

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QUESTIONPERSON

Considering the ever-present problem of justifying budgets for libraries and information services, the Questionperson was interested in finding out how library costs are handled in various Bay Area special libraries.

Question: Does your library charge for any library purchases or services, either internally or externally (such as ILL's)?

Gail Sorrough, Bechtel Geology: We charge back internally for all purchases and services. This sometimes puts budget restraints on the amount of reference work that can be done on a particular question.

Peggy Burnett, Triton Biosciences: We charge back to departments only for items purchased. Since we are such a small company, we don't need a more elaborate system now.

Dennis Lai, Clorox: We charge internal departments for books and journals, and occasionally for expensive translations.

Judy Labovitz, Cetus: We don't charge for any purchases or services. I feel that the record-keeping would add more cost to library services than it would be worth.

Linda Saylor, Stauffer Chemical: Our library budget is set to cover the costs of the Research Dept., and nothing is charged back to them. We do charge for ILL requests from other areas of the company, and are considering the idea of charging back the costs of literature searches.

Bill Petru, Hewlett-Packard: We charge for purchases and any services to any office outside the home office (Palo Alto). Users in the home office are charged only for exceptional costs, which are decided on an individual basis.

Paula Spurlock, Brown & Caldwell: We charge back internally for reference work and any extensive charges.

--Sharon Hotz

SCI-TECH DIVISION ANNOUNCES AWARDS

The Sci-Tech Division of the Special Libraries Association will be presenting two awards to SLA members this spring. Deadline for applications for either award will be March 31, 1985!

Travel Stipend Award: For library school students and/or first-time conference attendees, the Division is sponsoring a travel stipend of up to \$600 toward payment of expenses incurred while attending the annual conference, June 8-13, 1985, in Winnipeg, Manitoba, Canada. Qualifications: Be a member of SLA. Be attending your first SLA conference. Write and submit a coherent essay of 300 words or less describing the advantages of being able to attend the annual conference. Special Instructions: Give you name, address, and a statement of your qualifications for the award on page one. On the same page, note whether you are planning to apply for travel awards given by other divisions of SLA. In order to preserve anonymity, please type the essay on separate pages. (Note: Neatness, spelling and grammar will count. Also, essays exceeding the 300 word limit will be automatically disqualified.)

Sci-Tech Achievement Award: To provide recognition to those division mem-

CHAPTER MEMBERS RUN FOR NATIONAL SLA OFFICES -- VOTE

bers who have made outstanding contributions to the division. Qualifications: Be a member of SLA. Be a member of the Sci-Tech Division for at least 3 years. Not be a current elected Division officer. Be working currently in a library, information center, library school, or other information-related capacity.

If you know of someone who meets these qualifications, you may nominate them by sending a typed, signed statement to the Awards Committee Chair. This statement should include a list of any service on special projects, committees, positions on the Board, which in your judgement, qualify the person for the award. Please include the name, position and business address of the nominee.

The award will be a check for \$250 and appropriate scroll describing the reason for the award.

Submit entries for both awards to: Richard P. Hulser, Awards Chair, IBM GTD Library, Dept. 38C, Bldg. 300-402, East Fishkill Facility, Rte. 52, Hopewell Junction, NY 12533. (914)894-3198.

CHAPTER MEMBERS TAUGHT TAX SAVING TECHNIQUES

The January 24th meeting found members back at one of their favorite eateries, the Engineer's Club, in San Francisco.

The theme for the evening was "Bring You Colleague Night" and was well attended by members and non-members alike. Attendees were addressed by Dyan Forrest, an Accounts Executive with Dean Witter, who instructed all on "22 Ways to Save on Your Taxes." Ms. Forrest covered various types of tax saving investments people could make including: IRAs, Keoghs, zero-coupon bonds, money markets and treasury bills.

Judging by the many questions and enthusiastic rounds of applause, Ms. Forrest was appreciated for her presentation and her punctuality, ending the program exactly at 9:00pm.

How many times have you received your ballot for the election of national officers for SLA and not known any of the candidates' names? Not this year! When you receive your ballot early next month you will see two current members of our chapter on the slate and another very familiar name.

Jack Leister, Head Librarian, Institute of Governmental Studies, University of Calif., Berkeley is running for President-Elect. Jack brings years of experience in SLA to the office. In addition to being active on the Association-level (most recently serving on the Board of Directors from 1979-1984), Jack's been very active in our chapter: Treasurer, President, Chair of Membership and By-laws and Procedures Committees and currently Chair, Finance Committee. Jack's also served on other Chapter committees and has been active in other professional organizations.

Bill Petru, Manager of Libraries, Hewlett-Packard Co., is a candidate for the Board of Directors. Bill has also made many contributions to our chapter, having served as President and chaired the following committees: Program, Non-Serial Publications, Consultation, Nominating, Recruiting, and currently Publicity. Bill also has extensive Association-level experience.

Julie Macksey is a name many Chapter members will also know. Julie is a candidate for Chapter Cabinet Chair-Elect. Although she's currently President of the Western Michigan Chapter Julie was very active in our Chapter while she resided in the Bay Area from 1967-80. Julie chaired several committees and also served as President of our Chapter from 1978-79.

So this year you won't have to make your decision based on candidate's sex, geographic location or library school. Support Jack, Bill and Julie and put their talent and experience to work for all of us in SLA!!

CALENDAR

- 3-22 SLA Regional Continuing Education: Microcomputers in Special Libraries. \$100. Contact Ellen Gerber, SLA, (212) 477-9250, for more details.
- 3-26 CLASS Workshop: New Technology for Library Managers. Santa Clara Public Library.
- 3-27 SLA San Andreas Chapter dinner meeting. Santa Clara.

- 3-29 Northern California/Nevada Medical Library Group. Immunology Searching Online. \$10. Syntex, Palo Alto. Call (415) 952-1000, x6747 for details.
- 3-30 10th West Coast Computerfaire, Moscone Center, San Francisco. For program de-
thru 4-2 tails and fees, call (415) 364-4294.
- 4-3 Dun and Bradstreet Seminar, "Techniques of Managing Assertively," Hyatt Regency, San Francisco, \$145. Call (800) 372-5600 for details.
- 4-7 PTS Defense Markets and Technology Workshop, Mountain View, free. (800) 321-6366
- 4-14-20 National Library Week.
- 4-15 Materials Research Society Symposium, "Optical Storage Investigated," Holiday
thru 18 Inn, San Francisco. Contact D.H. Davies, 3M, Mountain View, for details.
- 4-16 Questel for Patents, San Francisco, \$100. Call (800) 424-9600 for information.
- 4-18 SLA San Francisco Chapter meeting, East Bay. Inhouse video text systems.
- 4-23 Bay Area Online Users Group meeting. "End User Searching", Stanford, 7-9pm.
- 4-23,24 Trademarkscan Workshops, \$75, Palo Alto. Call (800) 692-8833 for information.
- 4-26 SLA San Francisco and San Andreas Chapter Joint Workshop. Paths to Power: Personal and Professional Growth, \$60. Contact Pam Jajko (415) 940-7000 x7560.
- 4-30 National Online Meeting, New York City. Contact Learned Information Inc.,
thru 5-2 (609) 654-6266 for further information.

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PRESIDENT'S COLUMN

This is it. The Chapter's year is drawing rapidly to a close. Transition to new officers is less than a month away. This is my final column as Chapter President, a swan song I guess. Before I wax nostalgic I want to apprise you of a few noteworthy items.

First, I hope to see many of you in Winnipeg. I'll admit I've never especially longed to visit Winnipeg. Although recently I've been hearing positive things about the City. Having the Association's travel agency tell me two months before the Conference there was no way they could get me to and from Winnipeg on the days I wanted to travel was certainly discouraging. I was reminded of an old New England expression "Yah can't git thar from here." Are places you can't get to worth going to? The conference city doesn't have to matter that much; the Association, the exhibitors and our colleagues from across the continent are what really make the Conference. There's always too much to do. Before your schedule is totally booked you're all invited to visit the cash bar hospitality suite jointly sponsored by the five SLA Chapters in California. California's total SLA membership represents more than 10% of the Association's total membership so I hope we will be well represented at the Conference. Mark your calendar now and plan to spend Tuesday afternoon, June 11 from 5 - 7 in the Manitoba Ballroom C, Sheraton Winnipeg Hotel with friends from home.

Dian Gillmar has resigned her position on the Planning/Steering Committee for the California Conference on Networking which is planned for next September. Marge Abel, Intel Corporation, has agreed to assume Dian's roll and responsibilities. The five California SLA Chapters strongly endorse and support Marge's appointment and are confident she will represent well the interests of special librarians in the State. For more information on the conference contact Marge at (408)987-5087.

Kudos to Lynn Downey. Last November I received a letter from the Association asking me to interview and evaluate a scholarship finalist, Lynn Downey,

who resided in our chapter's boundaries. I asked Miriam Ciochon and Sara Crew Noble to help, believing in the principle three heads are better than one. Having organized the collection and now running the library of photographs for the Landmark Calendar folks, Lynn was clearly a promising future librarian. We highly recommended Lynn and I'm delighted to report she is one of the scholarship recipients. My understanding is that there are only two five thousand dollar scholarships awarded each year. Congratulations Lynn and good luck at U.C. Berkeley this fall. We look forward to your involvement in our chapter.

All of you who have read the Bulletin this year, I'm sure, are aware of the, if not precarious, certainly not abundantly healthy financial condition of our chapter this year. The economic recovery program Miriam began last year has continued and things continue to improve. We received an especially pleasant boost in our bank account from royalties received from the Association for the book, Position Descriptions in Special Libraries edited by Chapter member Barbara Ivantcho. On March 19 a royalty check for \$2908.78 arrived in my mail. On behalf of all Chapter members, thank you Barbara. If your library doesn't already own the book consider purchasing it; the purchase will benefit the Chapter and your library. With our own house in better order I now want to encourage you to help the Association by contributing to the Building Fund, if you possibly can. The building being purchased in Washington, DC is exquisite and will provide a suitable and impressive home for the Association.

Before I close and pass on the responsibilities and rewards of this job to Angie there are more than a few people I want to thank.

I don't know if you ever ponder or have even read the list of names on the verso of the Bulletin's cover. Please do. The Executive Board and Advisory Council listed there are the people whose hard work made this year the busy eventful year it's been. I anticipated these people were going to be a dynamic group to work with. I wasn't disappoint-

ed. At joint Board/Council meetings there was enough energy present to be electrifying. Many of these committee chairs had committees equally as good; sitting in on various committee meetings I was often aware of the same energy and enthusiasm. Many of the Board/Council positions are especially demanding, huge jobs. To the Executive Board and Advisory Council, to each and every one of you, thank you for your endless hours of work. Thanks too for the pleasure of working with such nice people.

I also want to recognize and thank my staff at the Alameda County Business Library for their patience, support and encouragement. No one could have a finer or more loyal staff.

Finally I want to thank Cindy Hill, President of the San Andreas Chapter. Many of the year's accomplishments resulted from joint Chapter efforts and have necessitated lots of interaction. Working closely with Cindy has been a continual pleasure and an, occasionally needed, inspiration of what a really good chapter president should be.

It's been a satisfying year for me, occasionally exhausting, usually exhilarating, frequently fun, and finally educational. That's not to say there haven't been some disappointments, but, my friends, it's all behind us now. You have my heartfelt thanks for the opportunity and honor of being president of this highly respected chapter. I am carrying many fond memories from the year. Best wishes to the incoming officers; I hope you find next year as rewarding as this one has been for me. Thank you.

--Sincerely

David Lewallen

EDITOR'S COLUMN

Well the time has arrived at last. The final column of the final issue! I can't say I'm sad to see it's here. The task of Bulletin Editor carries with it a tremendous workload and a great deal of responsibility but at the same time many rewards and a definite feeling of accomplishment. The year has been hectic yet very satisfying.

There are so many chapter members that helped me throughout the year. No one

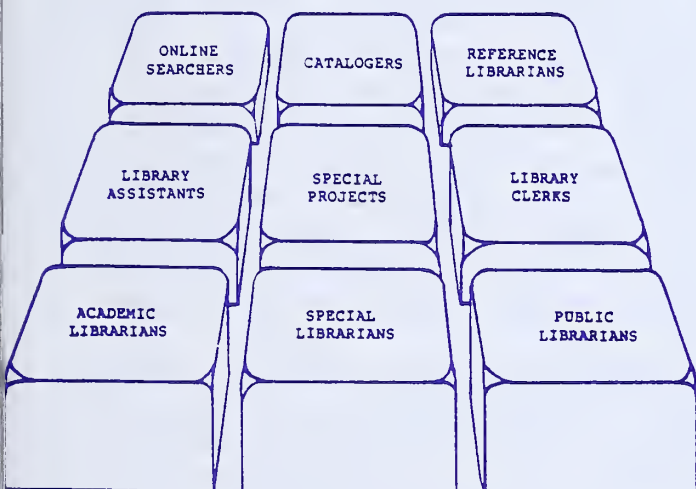
turned down one of my pleas for assistance even when they were made on extremely short notice. Sharon Hotz's contributions were invaluable. Her Questionperson column and well-organized Calendar, as well as her many other articles, were well-received and greatly appreciated. She was also an often used source of advice and support. Gary Handman's cartoons were a delight and I felt extremely fortunate to be able to display his imaginative and witty creations this year. Joan Galvez's contributions went largely unnoticed yet certainly not unappreciated. Besides her Duplicate Exchange column, Joan proof-read all the copy for every issue! This was a huge undertaking which Joan did without complaint and up to this point without recognition. Marie Tilson kept us all informed on chapter members comings and goings in her Chapter News column. This was one of the hardest, most time consuming undertakings of the Bulletin. Marie had to check and re-check every piece of information. Often Marie would find herself on a merry-go-round. When she discovered someone had left position X for a new position Y she was not content to report merely that information. She tracked down who had left Y, where that person went, who filled X's old position, etc, etc.

I would also like to take this opportunity to recognize everyone that contributed articles to the Bulletin this year. Angie Brunton, Barry Champany, Miriam Ciochon, Carol Coon, Jackie Desoer, Christina Fowler, La Vonne Jacobsen, Jack Leister, Marc Levin, Lena Menachian, Jean Miller, Joe Morganti, Marydee Ojala, Bill Petru, Maia Pindar, Ginette Polak, Pat Rea, Karmann Reta, Connie Riley, Gail Sorrough, Mary Wawrzonek, Kristi Wessenberg, Nancy Wharton, Larry White and Winnie Woo. Throughout the year I have received a great deal of praise for the "final product" but it is the contributions of each of these people that made up that final product. I am extremely grateful to each and every one of you and I thank you all for your words, ideas advice and support.

There is one final person I would like to thank, David Lewallen, not only president of the Chapter but my boss here at the Business Library. David contributed in so many ways. His president's column

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was informative and enjoyable to read. He also wrote many other articles but refused to allow me to credit him with a by-line. Most importantly, though, he was there to lend his support, listen to my complaints, give me advice, suggestions and sometimes much needed criticism. Thank you all so much, you made this a very rewarding year!

--Maureen G. Madsen

ELECTION RESULTS ANNOUNCED

The Election Committee, chaired by Harry Allen, announces the following results of the 1985 elections:

Vice-President, President-Elect, 1985-87 - Mary Wawrzonek

Director, 1985-87 - Terry Dean

Treasurer, 1985-87 - Marie Tilson

Congratulations to you all!!

MEMBERSHIP DIRECTORY DISTRIBUTED

By the time you read this, you should have received your 1985-86 membership directory. It has been in the works for over a year, since it was intended that it would be available by July, 1984. The main reason it took so long was that we underestimated the time involved in preparing the data. The two previous directories which were experiments in automation, were done by private firms, and we paid dearly for their services. However, because of the dedication, and just plain hard work, of Louise Addis and Anne Porter-Roth, we have an automated directory under our own control. While we haven't worked out the mechanics of updating, that should be minor to the work already done.

In addition to Louise and Ann, Cindy Hill, David Lewallen, Marie Tilson, and I spent many hours at SLAC proof-reading. We set January 1, 1985, as an arbitrary cutoff date: otherwise we could have gone on forever updating and correcting. So if your entry is incorrect, it is not for lack of trying. The final product was sent to the printer in camera-ready format. All of this work has saved us thousands of dollars.

Lastly, but certainly not least, I would like to thank Edward Wladas, San Francisco Bay Region Mailing Chair, who spent much time mediating between the printer and the US Postal Service in a successful effort to put your directory in the mail in a timely and economic manner (fast and cheap).

--Angie Brunton

CHAPTER NEWS

In an article entitled "The Librarian behind the bestseller" (American Libraries, March 1985) chapter member Jennifer Futernick (McKinsey & Co.) was saluted for her accomplishments in assisting with the editing and readability of the best-selling In Search of Excellence. The article mentioned a wager between Jennifer and Thomas Peters, a co-author, at a hundred-to-one odds on a dollar that the book would not become a bestseller. Jennifer collected \$100. Another honored chapter member is Alice Hunsucker who was recently promoted to Vice President at Wells

Fargo Bank. She is the first library manager in the country to become a full banking VP. Congratulations to both!

Bill Van Nikerken has left San Jose Mercury News and is now with the San Francisco Chronicle. Barbara Friedrich formerly McCutchen, Doyle, Brown and Emerson is now a reference librarian at University of Santa Clara Law Library. Francis Gates is the new circuit librarian at the U.S. Court of Appeals. He was formerly with Sedgwick, Detert, Moran and Arnold. Edward Chichura who held the position has retired. Gay Lance, formerly Infobase, is the new library manager at the San Jose Mercury News. Marcia Gordon has also joined that staff.

Edward Wladas left Information on Demand and has joined Dynamic Services as Manager of Information Services. His new address is PO Box 1059, Menlo Park, CA 94025, telephone (415)327-4000. SRI International has two new librarians. Ann Venson is Library Systems Analyst. She came to SRI from the City of Dallas (Texas) Data Processing Dept. Helen Rolan, formerly with the EPA Library, is the Supervisor of Library Technical Services.

Linnea Christiani has left Sohio and joined Information Access Corp. She is the Training Manager with responsibility for developing curriculum and training programs for IAC's ten on-line databases as well as managing customer services. Her new telephone is (415)598-2395. Joe Morganti has accepted a special serials conversion assignment in the Chevron Corp. Library. He was formerly with the Western Regional Engineering Records unit at Sohio. His new telephone number is (415)894-9896.

Sara Crew-Noble has left PG&E's San Ramon Research Library and is working part-time at Neos Corporation in Piedmont. It is a consulting firm that specializes in energy matters for utilities and municipalities. Sara is responsible for general information management including technical writing, setting up load-management workshops, database demonstrations, etc. Her telephone number is (415)482-5441. Peter Meyer is now head of the PG&E San Ramon Research Library. Kathy Long is Hewlett-Packard's new Manager for Information Services. She was formerly with

Honeywell in Boston.

Coincidentally, two chapter members are leaving the area to go to Providence, Rhode Island. Kathy Page, Bay Area Library and Information System Reference Coordinator, is the new Coordinator for the Principal Public Library in Providence. As Coordinator, Kathy will monitor the performance of Providence Public Library in its state-wide role, supervise inter-library loans, and promote the Library's services to the community. Dian Gillmar has left Metropolitan Transportation Commission to become a development officer at Brown University. In her new position, she will be involved in fundraising projects including some that relate to the University Library. Her new address is Development Office, Brown University, Providence, Rhode Island 02912.

Gardner Haskell's article entitled "How videotaped online searches can supplement the teaching of online search strategy" was published in the December 1984 issue of Online Review.

Gail Sorrough (Bechtel Civil and Minerals) and husband Allan Atkinson are the parents of Miles Atkinson born on March 27th in San Francisco. Congratulations!

--Marie Tilson

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It's that time of year again, when we send out our plea to all of you to become more involved in your chapter. Looking in your new directory, you can see the variety of committees that serve you. Every year the committees are re-formed under new leadership, and every year we need new blood, new ideas, revolution!

I have discovered, after years of serving on committees and attending their meetings, that not only do you serve your chapter and association, but you provide a service to yourself. Committee activity gives you contacts. Your colleagues become less mysterious. They become people. The camaradery and feelings of a job well done contribute to your own self-respect and earns the respect of others. Making your chapter better makes you feel better, and you meet new exciting people, so think about which committee you might like to join and contact me so I can pass your name along to the appropriate person. Let's carry on the tradition of service we have created and make next year as great as the past years have been.

--Angie Brunton
Division of Mines &
Geology Library
367 Civic Dr. Suite 16
Pleasant Hill, CA 94523

ARCHIVISTS SPEAK AT JOINT MEETING

Lynn Bonfield and Karen Lewis of Bonfield and Lewis Archival Consultants spoke at our March 20 joint meeting with the Golden Gate Chapter of ARMA. While the acoustics and the restaurant's sound system were less than ideal our speakers were fascinating.

Lynn is a specialist in archives, manuscripts and oral history. Prior to starting the consulting business in 1978 she worked for the California Historical Society and in various archival positions at Temple University, Radcliffe College, Harvard and Wayne State University. She has recently been appointed Archivist for the Labor Archive and Research Center at San Francisco State University. Karen is a special-

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ist in visual collections. She has a masters degree in Fine Arts from Tufts University and prior to joining Lynn in the consulting business was assistant archivist at Harvard. On a consulting basis she continues to be Curatorial Associate for Visual Collection there.

Lynn and Karen alternated in relating stories of their experiences in the consulting business. Early advice was to get publicity to bring in jobs. They have been the subject of several newspaper articles, but the major result of all this publicity has been employment inquiries from librarians. As a result of the San Francisco Chronicle's story they were invited to speak to SLA and ARMA!

Never the less, consulting jobs do come to them. The job that put them on the map was for ARCO. There they were called on to help determine how best to house records of parts of that company which were being closed down. They helped design a Special Projects area at ARCO in Los Angeles that includes library stacks for organized and cataloged documents as well as space

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ARCHIVISTS (Cont.)

for artifacts relating to the history of ARCO.

Bonfield and Lewis sometimes also find themselves caught in the middle of disputes over document ownership. They were called in by one city manager in a case involving records held by a retired city archivist. The city manager claimed the materials as official public records but their research found that the records were generated by the archivist on his own time and at his own expense making them a private archival collection.

They also worked with Syntex to organize the papers of Russell Marker, one of the company's founders. Here they sorted the papers and prepared a guide on early research notes relating to development of the birth control pill.

Regrettably, Lynn and Karen cut their presentation short due to the acoustical problems of the evening. They are lively speakers with interesting stories to tell about their

work as archival consultants. We were very pleased to have them talk to our group.

--Larry White

ATTENDANCE SOARS AT STUDENT RECEPTION

This year's Chapter reception for students of U.C. Berkeley's School of Library & Information Studies was held at the Institute of Governmental Studies Library on campus on Tuesday, April 23 from 4:30 until 6:00 p.m. The reception was well attended by both students and Executive Board and Advisory Council members. Informal round-robin introductions of SLA'ers in attendance contributed to a friendly and convivial atmosphere and helped to give the students a sense of the variety of libraries represented in SLA. Diane Rosenberger, Student Relations Chair, and Jack Leister and staff of IGS are to be commended for a most successful and enjoyable event.

--Joan Galvez

INDEXING & INDUSTRY CONFERENCE HELD

The practice of indexing runs like a unifying theme through nearly all facets of information management and yet, perhaps because of its very pervasiveness, it is little understood. We all use indexes, many of us create them and we are able to distinguish good ones from bad. Yet to describe exactly what indexing is remains elusive and somewhat mysterious, which, of course explains why we still have bad indexes. If we understood the process of indexing more clearly, we would have consistently better indexes.

An intriguing look at the underlying theory and the everyday practice of this pervasive art was provided recently by the Golden Gate Chapter of the American Society of Indexers (ASI). Their second annual mid-winter conference was held at Grosvenor's South San Francisco Airport Inn on January 26 and took as its theme, "Industry Needs Indexers."

Dr. James Critz of Hewlett-Packard opened the conference with the promising "How Indexers Think - A View From Artificial Intelligence." Dr. Critz's strong linguistic training was evident as he described how the intonation pattern of spoken sentences (especially pauses) frequently serve to set aside the focus (or object) of our thinking from its context. If analysis of spoken language can reveal the underlying structure of its written sentences, then it may be possible to more systematically uncover the terms and modifications most critical for later retrieval. Although this kind of analysis is still too new and too theoretical to have obvious applications in contemporary indexing, Dr. Critz hopes that further work may change this situation.

From the theoretical the conference next turned to the practical: a panel discussion on image indexing. At one end of the spectrum was Ellen Bunning whose small image archive is used primarily by local publishers, especially of textbooks. With about 80 photographers regularly supplying her with photographs, she finds that a simple, manual index, browsing and her own memory and knowledge of her collection are sufficient for her clients' needs. For Derenne Coerr, however, a consultant to museums and larger collections, the situ-

ation was quite different. For her scale of activity, memory and browsing are quickly overwhelmed. It was clear from her descriptions of work with major museums that industry is not alone in needing indexers. Dr. Kevin Roddy of the University of Calif., Davis, rounded out the panel's discussion with yet a higher level of organization - that of museums and image archives as a group. He stressed that, although an enormous amount of work has been done in recent years by libraries, museums and archives, there is still little cooperation, standardization or real understanding of how images are best indexed. These, he emphasized, are human problems and until they are resolved, the full power of the computer will not be able to live up to its promise.

The human side of computing was well described by the next speaker, Darlene Frank of Marin Self-Publishing. Having just completed Silicon English: Business Writing Tools For the Computer Age, she described how the use of a personal computer can not only reduce some of the drudgery of writing, but can also improve the experience of writing itself. Echoing Dr. Critz's earlier comments, she opened up the possibility that a greater awareness of the act of writing may bring about greater consistency and ease in the indexing of that writing.

Some of the other problems that must be resolved before we have better indexing were presented next. Dr. Hans Wellisch, 1984-85 President of ASI discussed "Recent Trends in Abstracting and Indexing, based on his recent book, Indexing and Abstracting: An International Bibliography: 1977-81. Several trends emerged clearly. First, with the exception of the well-known KWIC (Key Word In Context) index, interest in nearly all the experimental approaches to indexing of the last few decades has virtually ceased among English-speaking researchers. On the other hand, non-English publication on indexing has increased dramatically in recent years and, surprisingly, interest in the older experimental systems is on the upswing! In a real sense, the wheel is being reinvented, only to be dismantled a second time.



Chapter members pose for "stills" before taking their positions under the bright lights at KQED studios. Members recently staffed the phones during KQED's annual pledge drive.

(Front row from left, Gary Handman, Donna Davidson, Steve Brewster, Alice Wilder, Miriam Ciochon, Angie Brunton. Middle row, Mary Wawrzonek, La Vonne Jacobsen, Jensa Woo, Maureen Madsen, Inga Govaars. Back row, Cris Fowler, Larry White, Ann DiLoretto, David Lewallen and Pam Handman)

INDEXING (Cont.)

The conference concluded with a panel discussion by four members of the Association of Records Managers and Administrators (ARMA). Gail Pennix of Hewlett-Packard defined records management as the systematic control of corporate information from its creation to eventual disposition, which may include longterm storage or even scheduled destruction. Two of the speakers, Vicki Jackson, of Fireman's Fund Insurance Co. and Miriam Dunbar, Hewlett-Packard, related some amusing anecdotes. Miriam, having set up retrieval systems for legal records at both Levi Strauss and Castle and Cooke (the parent corporation of Dole), has been responsible for records dealing with nearly everything from denim jeans to bananas! Vicki, in turn, emphasized the difficulties in designing a retrieval system for both new and experienced users within the constraints of company hardware. Both speakers emphasized the thoroughly interactive nature of indexing corporate materials. Regular, formalized communication with the potential

users of their systems was critical, even when their users were not especially enthusiastic.

This last theme was well summarized by the final speaker, Rebecka Snell, whom many of our readers will remember as an earlier editor of the Bulletin. Now an independent consultant, she has been a records manager with Hewlett-Packard and, before that, Sohio Petroleum. She emphasized how such recent trends in office automation as word processing and electronic mail not only expand our ability to create and disseminate information, but also to bury it more securely than ever before. Echoing the day's theme, she stressed that only good indexing - that rather mysterious and still very human enterprise - will enable us to not only survive automation but profit from it as well.

Altogether, it was a stimulating day that raised nearly as many questions as it answered. Those wishing more information on the ASI should contact the Membership Chair of the Golden Gate Chapter, Mandy Bonasera, 1422 22nd Ave., San Francisco, CA 94122.

--Joe Morganti
Chevron Corp. Library

ACHIEVEMENT AWARD PRESENTED

The first presentation of the Chapter's newly established Award for Professional Achievement was made at the May 14 meeting to a colleague, Elizabeth Roth, whose outstanding contributions over a long and distinguished career are most clearly deserving of special recognition.

Betty has been an Association member since 1946, and she played an amazingly active role in Chapter activities until her retirement as Chief Librarian of Chevron Corp. (formerly Standard Oil Company of California) in 1977. She was elected to numerous Chapter offices (serving as president in 1956/57), and either chaired or was a member of virtually every Chapter committee. At the same time, she took on many special assignments and projects, including lecturing at Chapter workshops and seminars, participating in the organizing of Association conferences, and serving both on the U.C. Advisory Council on Education for Librarianship and as a member of the Board of Directors of the U.S. Book Exchange. At the Association level, she served as Director

(1963-65) and also as a member of several committees.

Equally important as her documented achievements, however, are her intangible contributions. As the letter accompanying her nomination put it, "only Betty could tell of the many librarians, novice and practicing alike, who came to her over the years for advice and suggestions. Betty listened, always carefully and sympathetically, and then - in her own unique and straightforward style - served as mentor or catalyst to help so many of us over the rough times."

It seems particularly fitting that the Chapter's first award is one that allows us to look back and to honor the kind of energetic commitment to excellence that is at the heart of the Chapter's, and indeed, the profession's strength.

--Miriam Ciochon

ASSOCIATION STUDIES FINANCIAL ISSUES

At the Winter Meeting in Philadelphia a Joint Cabinet Committee was established to study four Chapter/Division financial issues. These include: 1) collaborative funding of Association level programs by Chapter and/or Divisions 2) possible need for guidelines on appropriate expenditures of Chapter/Division funds 3) the question of putting a limit on reserve funds Chapters and Divisions can hold 4) the feasibility/advisability of Chapters and Divisions being required to prepare budgets to request funds rather than having funds distributed as they are currently through the allotment process.

These are important dollars and cents issues and have the potential to radically change the future direction of Chapters and Divisions, if not the Association. Currently a chapter of our size receives \$5.25 per member from the Association to fund our activities. (The Joint Cabinet recommended proportional percentage increases in allotments if membership dues are increased). Do you favor continued per capita allotments for Chapters and Divisions? Since the Association is ultimately responsible for debts and fiscal health of all its units, should it have a role overseeing or con-

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FINANCIAL ISSUES (Cont.)

trolling Chapter/Division finances? Should the Association create guidelines outlining appropriate expenditures?

If you have feelings about any of these issues please convey them to Chapter President David Lewallen or President-Elect Angie Brunton before the Winnipeg Conference. You're also invited to an open meeting in Winnipeg, Monday June 10 from 5:15 to 6 pm to discuss these matters. Another way to have your input heard is to contact the Chair of this committee, GladysAnn Wells, New York State Library, Cultural Education Center, Albany, NY 12230, phone (518)474-4660.

--David Lewallen

LIBRARY PROFILE BNR INFORMATION RESOURCE CENTER

The BNR Information Resource Center (IRC), first established in 1978, grew from a one-person library with few books to a fully-staffed 2200 sq. ft. facility. BNR (Bell-Northern Research) is the R&D subsidiary of Northern Telecom, the second largest telecommunications manufacturing firm in North America. The Mountain View facility is one of ten R&D laboratories located in North America and Europe.

The IRC supports over 400 scientific and technical employees through a variety of services and extensive collection in the areas of telecommunications, office automation, computers, electronics, and business management. The IRC collection has over 4000 books and technical reports, 300 subscriptions, special collections such as technical standards and vertical files containing information on competitors, products, and current industry topics. It also acquires educational materials such as videotapes, audio cassettes and self-instructional courses. Two IRC rooms are equipped to provide for the viewing of cable instructional TV courses as well as internally developed videotaped courses.

To keep its users current in their fields of expertise, a number of current awareness services are provided. Two in particular are highly utilized.

*useful
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One is the IRC's electronic newsletter which announces new publications and highlights articles of interest, conference announcements, and educational information. All employees have access to this newsletter since it is available through BNR's inhouse computers. It is also regularly transmitted to other BNR and NT locations in the world through the corporation's electronic mail system. Another widely used service is UPDATE, the IRC's Table of Contents service. Supported by a relational database system that maintains individual profiles and generates reports, the IRC regularly distributes customized UPDATE issues to subscribers.

The IRC uses various database services such as DIALOG, NEWSNET, and RLIN to support its reference function. It is a member of CLASS and a participant in the ONTYME electronic mail system. Also, it regularly contributes its periodical holdings list to CULP and participates in interlibrary loans with other libraries in North America.

A number of office automation tools are used to support the IRC's opera-

tional functions. Besides using electronic mail and word processing systems available to all employees, the IRC has developed its own automated system called ATLIS. ATLIS (Automated Technical Library Information System) is currently supported both by an IBM mainframe computer and an IBM XT personal computer. It is designed to be an integrated system to support its catalog, circulation, and acquisition functions. ATLIS consists of three systems, GENISYS, Circulation, and GENISYS (GENERAL Information SYStem) includes a number of information databases resident on the IBM mainframe and accessible by all BNR employees from their CRT terminals any time during the day. These databases include an online catalog of IRC publications, education resources, competitor file, periodical holdings, and new books. This menu-driven, cursor-addressable system uses program function keys to simplify the interaction process, making ATLIS very easy to use. Any searcher can send an electronic request to the IRC whether it is to borrow a book or request a photocopy. The IRC staff regularly monitors ATLIS to check for online requests and can have a paper copy of the request printed for its action and records. The online catalog can be searched author, subject, and title and bibliographies based on the result of a search can be sorted and printed. Because the online catalog interfaces with the Circulation System each bibliographic record will reflect whether a particular publication is currently on loan.

The Circulation System, also a menu-driven, cursor-addressable system, uses a transaction-based concept to create a database of records of currently circulating items. This system, also resident on the IBM mainframe, maintains its own statistics, generates different kinds of reports and overdue notices, and daily interacts with the online catalog for bibliographic information. Currently the IRC is in the process of enhancing the Circulation System by integrating a Bar-Code Interface on its IBM XT. A Bar-Code Scanner connected to the XT will capture the bar-codes on publications and create a file that will be transmitted daily to update the current circulation database on the IBM

mainframe. This enhancement is designed to reduce the IRC's present manual data input by 90%.

The third ATLIS system, the Acquisition System, is completely resident on the IBM XT. Using a personal computer integrated software as the basis of this system, an acquisition database is maintained to keep track of orders and expenditures, generate reports and forms, and statistics by type and accounts.

Finally, the IBM XT acts as a fully integrated workstation by supporting various software for word processing, spreadsheets, interlibrary loans, database searching, and communications.


The BNR IRC, part of a very dynamic environment, has effectively incorporated a variety of technologies and services in providing information to its users.

--Lena Menachian, Manager
Information Resource Center

DUPLICATE EXCHANGE

OFFERS: Chevron Corporation Library is giving away the following:

American Consulting Engineers Council Directory, 1983-84; Annuaire Statistique de la France, 1982; Book of the States, 1982-83; Books in Print, 1983-84; Congressional Directory, 1983-84; Congressional Staff Directory, 1983; Moody's International Manual, 1983; Moody's Transportation Manual, 1983; National Faculty Directory, 1983; National Tank Truck Carriers Directory, 1983; Paperbound Books in Print, Fall 1983, Spring 1984; Publisher's Trade List Annual, 1983; Research Centers Directory, 1982; Society of Automotive Engineers Handbook, 1982; Society of Independent Professional Earth Scientists Directory, 1983; Standard and Poor's Register, 1983, 1984; Standard and Poor's Security Dealers of North America, Spring 1983, Fall 1983; Thomas Register, 1984; Transactions of the American Society of Civil Engineers, 1980, 1981; Ulrich's, 1983; Who's Who in America, 1982-83; Who's Who in Finance and Industry, 1981-82; Who's Who in the South and Southwest, 1982-83; World Petroleum Congress, 11th, 1984, Proceedings; Yearbook of International Organizations, 1983-84. To obtain



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DUPLICATE EXCHANGE (Cont.)

any of these items, please contact
 Lezlee Prophet, Chevron Corporation
 Library, 225 Bush St. SF, 894-9896.
 --Joan Galvez

SPECIAL LIBRARIANS TOUR BOOKBINDERY

On Thursday, March 14, approximately 30 members of the San Francisco Bay Region Chapter were introduced to the mystical world of bookbinding during their tour of the Davis & Futernick Bookbinding Company, 1308 Rollins Rd. Burlingame, 94010, phone (415)342-6021.

Members were greeted, upon their arrival, by company staff members who had prepared a sumptuous array of sweets and other refreshments. Don and Theodora Bowen, bindery owners, introduced themselves, gave each of the visitors various sample materials and information sheets, broke the attendees into three small groups and proceeded to demonstrate their company's unique artistry and craftsmanship.

The groups were showed all 41 distinct operations involved in binding. Everything from the initial sorting of materials, upon their arrival, to over-sewing the materials by machine, rounding the spines, selecting the proper covers and cutting them to fit, setting the type for the lettering and lettering the covers, gluing the covers, pressing the books and finally inspecting the end product and packaging them.

Members were dazzled by this family-run operation. Workers seemed genuinely enthused about their work (many had been with the company for 10+ years!) and were very willing to share their expertise with our members.

The tour was extremely well organized, informative and it was a distinct joy to see so many people who still take pride in their work!

Is your boss on a spring cleaning kick?
 Need to change jobs in a hurry?
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IN MEMORIAM

With deep sadness I report the news of the untimely death, on April 27th, of Michael Okajima. Michael was employed most recently by Hewlett-Packard as an Information Systems Specialist who was promoting the use of In-Search throughout the company. He began work at Hewlett-Packard in January 1980 as a librarian and was later promoted to Manager of Information Services. He assumed his new position in November 1984. Before joining Hewlett-Packard, Michael was employed at the University of California in the Computer Center. He was a graduate of UC, a member of both the San Francisco and San Andreas Chapters and Chairman of the Telecommunications Division 1983-84.

Michael's passing was a great shock and indeed a tragic loss. We extend our deepest sympathies to his wife and family.

PROFESSIONAL READING

The One-Person Library: A Newsletter for Librarians & Management, OPL Resources, P.O. Box 948, Murray Hill Station, New York, NY 10156. \$45/year, monthly.

This newsletter is just starting its second year of publication, and has grown from 4 pages to 8 pages per issue during its first year. It is aimed primarily at librarians in one-person public and special libraries, and focuses on problems and issues which people face in these circumstances. Included in the newsletter are profiles of librarians working in one-person libraries, book reviews, anecdotes, and feature articles on such topics as time allocation, collection review, computer selection, and budgets. Articles are short and to the point, and try to scale down library management problems to deal with the time and budget restrictions of the small library. With the exception of book reviews, articles are not signed.

The newsletter would be most appropriate for librarians who work in situations without much contact with

other librarians. This would include librarians not working in metropolitan areas, those who don't have active professional associations in their area, and those who are not able to participate in meetings and continuing education opportunities offered by their association.

A sample copy of the newsletter can be obtained from Sharon Hotz, Harding Lawson Associates, (415)892-0821 x614.

Research for Decision Making: Methods for Librarians, Robert Swisher and Charles R. McClure, American Library Association, 1984

Swisher and McClure state that the purposes of this book are: 1) to give practicing librarians an understanding of the essential elements of statistics and their relationship to research for decision making; and 2) to assist librarians in understanding published research reports related to information science. The authors have attempted to explain commonly used statistical measures in nonmathematical language, and to discuss "action research," research undertaken to provide information for decision making in the library, rather than to answer theoretical questions. They state that the book is not meant to be a "cookbook compendium" of statistical procedures, or "to answer all the questions that researchers are likely to have about conducting a specific piece of research or even the research process." Instead, they hope that the book convinces librarians to look further into research to support decision making by demystifying the research process. Unfortunately, the goals of the book are somewhat contradictory, and it fails to meet any of them sufficiently to be useful.

The authors discuss some of the topics necessary for any kind of research, but omit topics which are essential to a good understanding of research design and the interpretation of resulting data regardless of the intended use of the data. In their attempt to present principles without confusing details, they fail to make their points clear enough to provide a useful understanding of the subject. Topics include a general discussion of action research and research design, data gathering, sampling methods of data description, covariatio

and statistical decision making. Ostensibly, they cover the basic areas necessary to the topic, but the result is a fuzzy discussion without the basic underpinnings necessary to a clear understanding of the decision making involved in research design and interpretation.

It is impossible to point to any one major flaw in the book: I simply had the feeling at the end of each section that the picture was out of focus. I found many instances where I felt that specific essential points were not made, or made well, and other statements with which I would take issue. While these failings were individually not catastrophic, their frequency was such that my final impression of the book was that it fails to meet any of the authors' goals. It's too bad, because the original idea is a good one!

--Sharon Hotz

Historically, the Sci-Tech Division dates back to its formation in 1923 when George W. Lee organized the first meeting of technically oriented librarians at that year's annual SLA convention.

Over the years it has been the division to attract those having an interest in any or all of the many phases of science and technology. It has been the parent to sections such as Chemistry, Pharmaceuticals, Metals, Public Utilities, Aerospace, Engineering, Petroleum and Nuclear. These sections eventually sought and achieved division status.

Nevertheless, membership in the Sci-Tech Division remains strong and it is the fourth largest division within SLA. Many members who belong to the more specialized divisions realize the value of retaining or obtaining Sci-Tech membership in order to keep in touch with the many disciplines in science and technology. It is hard to imagine in this high tech age any subject specialization or aspect of library or information science that is not impacted by science and technology. This cross discipline and the influence of one field of knowledge upon another demands an awareness of more than one field of specialization. The Sci-Tech Division provides this wider view and the opportunity to associate with others whose interests encompass the full spectrum of science and technology.

The Division publishes the Sci-Tech News which also serves as the official bulletin of the Aerospace, Engineering, Natural Resources and Nuclear Science Divisions. Thus members benefit from being aware of activities in these other divisions as well as their own. Book reviews and new journals in science and technology are included in each quarterly issue.

The Division has also published other serials, indexes and books, the most recent being a supplement to the Handbook of Scientific and Technical Awards. It was the original publisher of scientific meetings and began a book review publication later turned over to the Association which became known as Technical Book Review Index, now published commercially. The Division encourages student participation by awarding travel sti-



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SCI-TECH (Cont.)

pendes to the annual conference. First time attendees may also compete for this award. Students are guests at the Division's annual business meeting and frequently given tickets to other events for which a fee is charged.

In summary the Division reaches out to promote all areas of science and technology to those involved in corporate, academic or government libraries. It provides a network of individuals, publications and information that will improve one's own knowledge and abilities and enable us to better serve our users.

I would like to give credit to Ellis Mount who has written some excellent histories of the Division which I found most helpful in preparing this profile. The most recent being in Sci-Tech News, v. 38 #4, October 1984 p.93.

--Jean Miller
Chair-Elect,
Sci-Tech Division

MEETING FOCUSES ON VIDEOTEX

On April 18 the San Francisco Chapter and the Bay Area Chapter of ASIS met at the UC Berkeley Faculty Club for drinks, salmon dinner, and discussion. Attendees heard the results of the SLA Chapter's recent election from Harry Allen, Chair of the Elections Committee (see election results announced in this issue), and in addition, honored Barbara Ivantcho for her contribution to the chapter. The main speaker was Greg Jensen from Pacific Bell, who spoke on an inhouse videotex system.

The Chapter is \$3000 richer, thanks to the efforts of Barbara Ivantcho. Her book, Position Descriptions in Special Libraries, for which the chapter paid the prepublication costs, earned the \$3000 in royalties since its publication. The money has been added to the Chapter's coffers. Barbara was honored with a bouquet of roses for her efforts and she spoke to the gathering of her experiences in compiling the book.

Speaker for the evening, Greg Jensen, spoke about his development of Pacific Bell's inhouse videotex system. He mentioned the reasons that Bell in-

vested resources in the project, which he characterized as a research and development effort. He then enumerated some of the currently available commercial videotex applications, and described the evolution of Pacific Bell's inhouse system. He described the two primary standards in use, Prestel and NAPLPS, and gave a brief overview of the differences in capabilities between them. His talk was illustrated by slides of graphics produced by their system, and the slides also illustrated some of the specific inhouse applications for which the system is used.

Jensen emphasized that the videotex system at Pacific Bell was operational after only 8 weeks. He further spoke of the usefulness and cost effectiveness of videotex in situations where a variety of types of information must be widely distributed. He noted that videotex can be text only systems, but it was clear from his illustrations that graphics add a lot to the system.

LIBRARY LOOKING TO EXCHANGE IDEAS

The Lucasfilm Ltd Corporate Library is about to commence programming an inhouse integrated library database using Sun Micro Computer with Unix operating system building from Ingres Database Software. We would like to exchange any experience you may have had developing an integrated (or even just cataloging) library program on a Unix system, and/or especially any programs utilizing Ingres as the base. Please contact Debbie Fine, c/o Lucasfilm Ltd., P.O. Box 2009, San Rafael, CA 94912. Phone: (415)457-5282.

QUESTIONPERSON

Question: Do you think it is necessary for a Special Librarian to be a subject specialist as well as an information specialist?

Lynne Wizowski, Ampex Corp.: The information skills are more important; the subject matter can be learned, but you need the framework of the information skills. Certainly the subject background is helpful.

QUESTIONPERSON (Cont.)

Cathy Brown, Environmental Impact Planning Corp.: It would depend on the subject area; for instance, medicine and law are areas where I think it would be necessary to have subject backgrounds.

Jacklyn Johnson, Fireman's Fund: Subject knowledge is very helpful, but not absolutely necessary.

Jeanne Hastings, Impell Corp.: I think it depends on the flexibility of the person and their ability to grasp scientific/technical subjects - also on the demands of the particular library situation.

Linda Bickham, Genentech: It's a very good idea; on a scale of 1 to 5, I'd say 3 or 4.

--Sharon Hotz

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PATHS TO POWER

The joint Education Committee of the San Andreas and San Francisco Chapters presented their final program, "Paths to Power: Personal and Professional Growth," on April 26 at the Hotel Meridien in San Francisco.

The all-day workshop began at 9:30 with the introduction of the first of four speakers, Dr. Jeffry Voorhees, by committee member Wess-John Murdough. Dr. Voorhees, an independent consultant who has toured the country presenting workshops to local, state and national candidates for public office, spoke on the "Management of Organizational Politics." He outlined the differences between political and bureaucratic management styles and explained his premise that all good managers need to be politicians. While the majority of the audience began with a clearly negative opinion of politicians the speaker was able to show the many positive aspects of being a politician and incorporating those positive elements into your management style.

The second speaker for the day Dr. Ellen Siegelman, a clinical psychologist, Associate Professor at the Langley Porter Psychiatric Institute, UC San Francisco, and author of the book Personal Risk: Mastering Change in Love and Work, spoke on "Risk-taking: the Art of Initiating Change." Dr. Siegelman gave an informative talk on all aspects of risk-taking. She outlined the stages a person goes through when they are planning a risk (eg. changing jobs, moving) as: 1) becoming aware of negative feelings, 2) fantasizing about the change, 3) experiencing ambivalence, 4) reducing the risk, 5) incubating (letting it rest) for a reasonable amount of time, and 6) taking the plunge. Dr. Siegelman stressed that evaluating the outcome should be done at every step. She stated that many people are so fearful of taking risks they never do anything which might enhance their lives or make them happy. Just deciding to take the risk is the riskiest thing of all and never taking risks only leads to depression and low self-esteem.

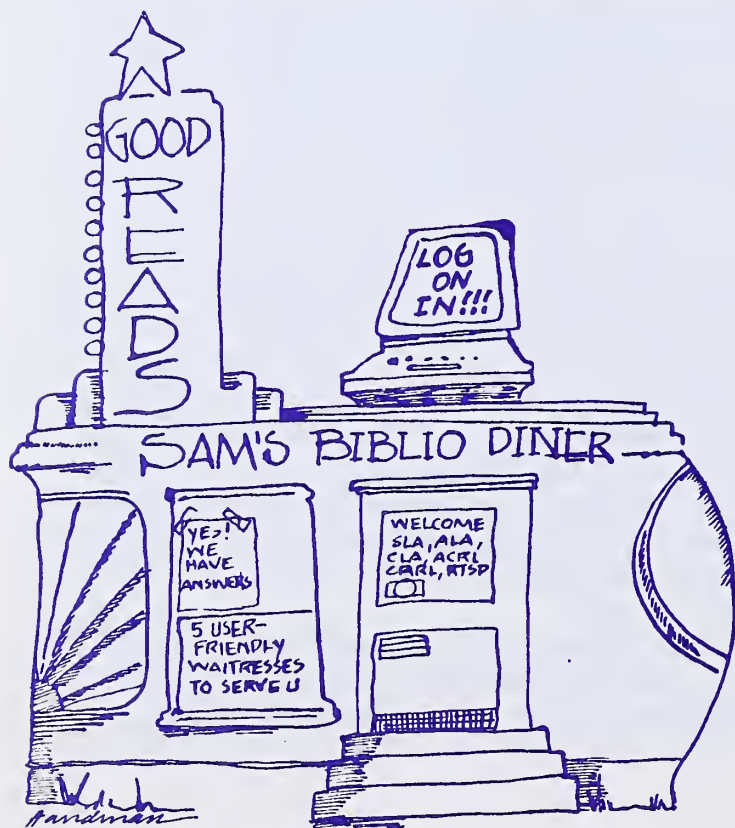
Following a delicious lunch, the workshop reconvened, at 1:30, with the introduction, by committee member Pam Jajko,

PATHS TO POWER (Cont.)

of the day's third speaker, Dr. Linda Tyler Nelson, an independent consultant, who spoke on "High Performance Programming: A Framework for Transforming Organizations." Dr. Nelson, using an overhead and transparencies, outlined her high performance programming methods which provide a framework for diagnosing current levels of performance, understanding the potentials for performance and creating the conditions which elicit high performance.

The fourth and keynote speaker for the day, Dr. Natasha Josefowitz, professor at UC San Diego and author of Paths to Power (Addison-Wesley, 1980), Is This Where I Was Going? (Warner Books, 1983) and You're the Boss (Warner Books, 1985), captivated the audience with her talk on "Paths to Power: Barriers and Strategies." Interspersing samples of her poetry and delightful anecdotes into her talk, Dr. Josefowitz described how women can succeed in today's organizations and how women need to get in touch with the power within themselves and use it to their own advantage. She told the gathering

The following is a collection of Gary Handman cartoons which have run in the Bulletin over the past 3 years. (Catch some of Gary's other works in the latest issue of American Libraries.)



that "being powerful is simply feeling it and acting on it." She described many situations where people are so timid and afraid of saying the wrong thing or looking too assertive that they never assert themselves at all and therefore never get anywhere within their organization. One of her poems (taken from her book Paths to Power, p.70) aptly expresses this problem.

GOOD MANAGEMENT POTENTIAL

If I'm assertive
I'm seen as aggressive,
If I'm aggressive I'm a bitch -
I won't be promoted.

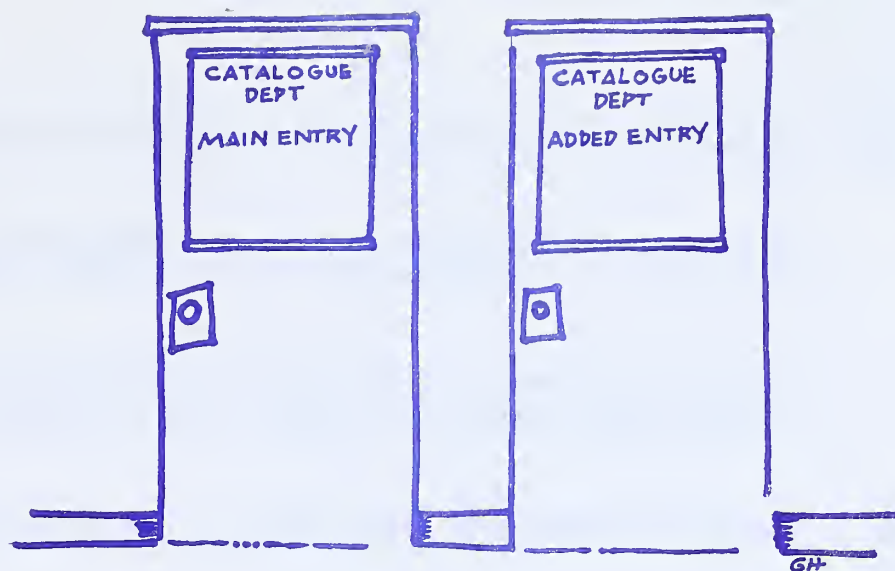
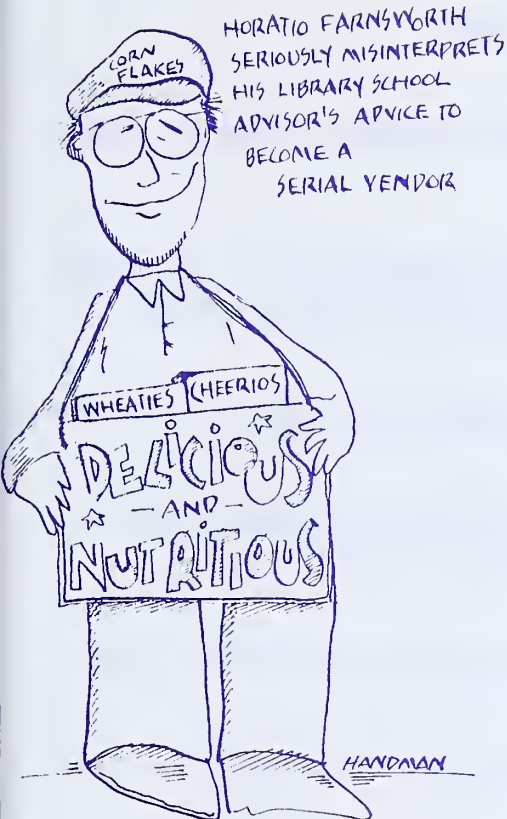
Let's try again:
If I'm nonassertive
I'm seen as a patsy,
If I'm a patsy
I won't be promoted.

Let's try it once more:
If I'm careful
I can go unnoticed;
If I'm unnoticed,
No one will know
I want to be promoted.

Any suggestions?

The entire day was extremely well-organized and well-run, the speakers powerful, informative, articulate and fascinating, the luncheon delicious, and the accommodations pleasant. Congratulations to the joint committee on a job well-done!





THAT IS NOT EXACTLY
WHAT WE HAD IN MIND,
MR. SMITHERS, WHEN WE
HIRED YOU TO OVERSEE
AUTHORITY CONTROL



- May 24-30 Medical Libraries Association annual meeting, New York.
- June 5-7 First Annual Conference on Optical Storage for Small Systems, Biltmore Hotel, Los Angeles. Call 415-626-1133 for further info.
- June 6 PTS Training Seminar, presented by Predicasts and co-sponsored and conducted at the State Library. For more info and reservations call 800-321-6388.
- June 8&9 Computer Supermarket, San Mateo Co. Fairgrounds, Contact Microshows 415-340-9111
- June 8-13 SLA Annual Conference in Winnipeg, Canada. For more details contact the national office of SLA, 235 Park Ave. South, New York, NY 10003.
- July 7-10 American Association of Law Libraries, Annual Meeting, New York Hilton, NYC.
- July 11-12 Update '85, Annual Dialog Users Conference, Philadelphia. Registration \$150. Call Dialog for additional details.
- Aug. 26-29 Integrated Information Technology Conference & Exposition, San Francisco, Moscone Center. Registration for SLA members, \$345. Call 800-638-8510 for info.

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